

THE

Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

SEPTEMBER

1960

SERVING

PROFESSIONAL

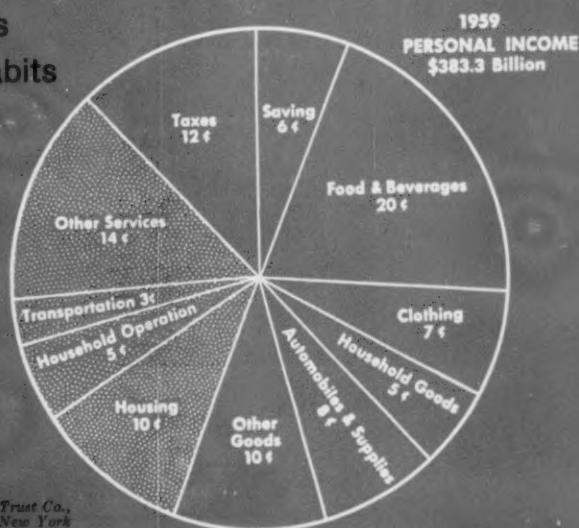
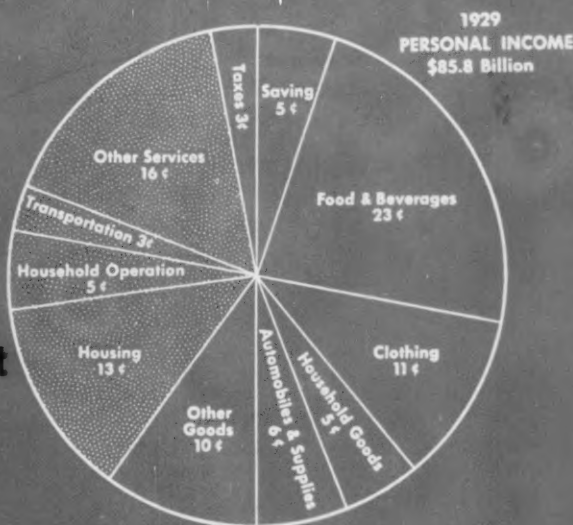
LAUNDRY

MANAGEMENT

USE OF THE PERSONAL INCOME DOLLAR

Does rising personal income mean more money will be spent for laundry services?

Apparently not. Economic conditions have changed consumers' buying habits so that there appears to be greater preference for goods (with built-in services) rather than pure service.



The Morgan Guaranty Trust Co.,
New York



Satinette Quick Starch is a uniform, pre-cooked blend of wheat and corn providing the most desirable combination of flexibility, smoothness, moisture resistance and stiffness.

It requires no mixing or cooking. Simply add it to the wheel. There's never any waste. Results will amaze you. "Just like regular Satinette," you'll say. And that's good!



Available in 50 lb. bags and 200 lb. fiber drums. Order a bag for trial in your wash-room, or ask your Kever - Beach serviceman for a demonstration.

- READY TO USE
- ASSURES CONSISTENT HIGH QUALITY
- SAVES TIME, LABOR AND MONEY

DON'T cook it



DON'T mix it



**Just
ADD IT
to the
WHEEL**



THE KEEVER STARCH COMPANY

Kever-Beach Division

538 East Town Street, Columbus 15, Ohio

SOAPS • DETERGENTS • BLEACHES • SOURS • STARCHES
WATER and FABRIC SOFTENERS • PRESS PADS

New!

A **LONGER LASTING**
HOSE for LAUNDRY and
DRYCLEANING PRESSES ...

TEFLON CORE

BISHOP'S

BISHLON™

WITH CORE OF ULTRA-FLEXIBLE, ULTRA-DURABLE

TEFLON*

Doubly-Protected with a Covering of Flexible
SILVERY-METAL BRAID

BISHLON ends all your hose problems!

It can't leak ... can't twist ... can't kink ... can't corrode!
Use BISHLON to put an end to downtime of your
valuable equipment!

Especially
LONG LASTING
for CABINET
SHIRT UNITS

CUTAWAY OF FITTING SHOWS
HOW **TEFLON* CORE** IS
FUSED WITH METAL FITTING—
UNDER A FORCE OF MORE THAN
3,000 POUNDS! NO BREAKING
OR LEAKING HERE!

ULTRA-DURABLE
SILVERY-METAL BRAID

SPECIAL METAL ALLOY
FITTINGS, BOTH ENDS

ORDER NOW—
FROM YOUR
JOBBER

* Registered trademark for
DuPont fluorocarbon resins

STILL AVAILABLE ...
Greatest Hose Value!

**BISHOP® all metal FLEXIBLE
BRONZE HOSE**

with **BRONZE** braid over flexible **BRONZE** core
FOR ALL MAKES AND MODELS OF PRESSES

Coming in October . . .

PATTERNS FOR SUCCESS

An abstract graphic design featuring several overlapping triangles and geometric shapes. Some shapes are solid black, while others have diagonal stripes. The composition is dynamic and modern, with a sense of movement and depth.

Plus . . . *THE LAUNDRY INDUSTRY'S*

A Complete Directory — listing over 15,000 items in —

THE CLASSIFIED DIRECTORY—all kinds of laundry equipment and supplies, with the manufacturer of each.

THE TRADE NAME DIRECTORY—alphabetical listing of trade name products

THE MANUFACTURERS' DIRECTORY—alphabetical listing of manufacturers' home office addresses

THE LOCAL BUYERS' DIRECTORY — geographical listing of manufacturers' branch offices, distributors and jobbers, arranged by states and cities

What Makes Successful Laundry Operations Tick?

Top Management in the leading plants of the country let our editors in on their secrets in

THE LAUNDRY JOURNAL'S 1960 GUIDEBOOK ISSUE

The October issue of The LAUNDRY JOURNAL will be the first **GUIDEBOOK** Issue with LAUNDRY JOURNAL's New Look. It will spotlight successful operations in these specific areas of Laundry Management: in the Family Laundries; in Institutional and Industrial Laundries; in Diaper and Linen Supply Services.

Detailed histories of individual operations with illustrating checklists and photos will make the issue one of the most interesting, useful and important ever published for the Laundry Industry.

ONLY STANDARD BUYERS' GUIDE

All in the JOURNAL's 1960 GUIDEBOOK plus such regular features as the Management and Production Data and Charts for the plant operator's day-to-day operation that make each issue of The LAUNDRY JOURNAL management's most important tool for keeping up-to-date on the rapid developments of this dynamic industry.



THE LAUNDRY JOURNAL

A Reuben H. Donnelley Publication
466 Lexington Ave., New York 17, N. Y.

READER'S GUIDE

THE LAUNDRY JOURNAL VOL. 67, NO. 9 SEPTEMBER, 1960

Founded in 1893 as Starchroom Laundry Journal



PROMOTION: John Philip Greene, who won a grand prize in our Parade of Progress Contest with his entry on sales promotion, tells of his company's three years experience with Home Shows in Hagerstown, Maryland 22



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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:



The Laundry Journal, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Change of address should reach us one month in advance.

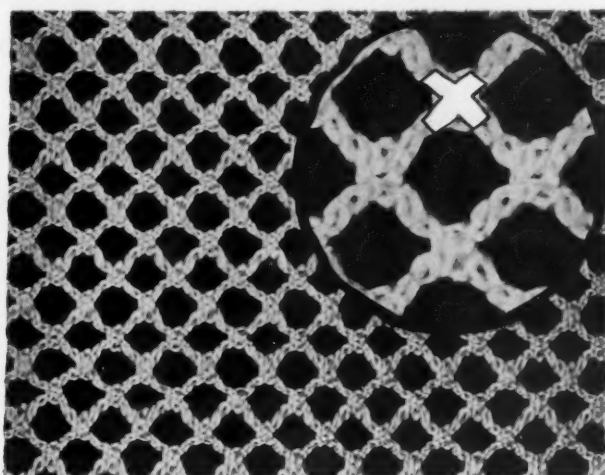


SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue: \$2.00.

THE LAUNDRY JOURNAL, September, 1960, Published monthly by Magazine Publishing Division, The Reuben H. Donnelley Corporation, Executive and Editorial Offices, 466 Lexington Avenue, New York 17, N. Y. Publication Office, 109 W. Chestnut Street, Lancaster, Pa. Volume 67, No. 9. Entire contents of this publication covered by general copyright 1960. The Reuben H. Donnelley Corp. All rights reserved. Entered as 2nd class matter June 1, 1945, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

GRANITE

the new, super heavyweight* nylon
knitted net... by GIBRALTAR



X marks the
strongest point on
the GRANITE NET...
the spot where most
nets wear out first!

*Guaranteed 7½ pounds
per dozen, 24"x36" size.

- Extremely heavy for long wear (7½ lbs. per doz., 24x36 size)
- Unique 5 bar construction. Lock knitted and reinforced; resists pin damage, does not snag buttons; ideal for easy, rapid pinning.
- Seams double-sewn; guaranteed not to open for life of net.
- "Gibraltarized" — Pre-Shrunk, for maximum retention of capacity and shape. 21" x 36" GRANITE has same capacity after washing as 24" x 36" of other nets.

- Available in white or 8 chrome-dyed colors; guaranteed never to fade or bleed.
- FREE SAMPLE—send request on your letterhead.

COLORS

WHITE, RED, BLUE, GOLD,
GREEN, BROWN, ORANGE,
VIOLET AND BLACK

SIZES

14"x20" 21"x36"
18"x30" 24"x36"
21"x33" 30"x40"

GIBRALTAR FABRICS, INC.

254 — 36TH STREET, BROOKLYN 32, N. Y.

GIBRALTAR'S PRODUCTS ARE SOLD THROUGH LEADING DISTRIBUTORS EVERYWHERE

NEW products and literature

For further information or literature write the manufacturer on your business letterhead, mentioning THE LAUNDRY JOURNAL.



IMPROVED GAS HEATERS

The Silent Gas-Heat Recirculator line of natural-gas heaters has been improved and fitted with streamlined cabinets. The recirculators are suspended from the ceiling with fan- or blower-forced air distributing heat where needed.

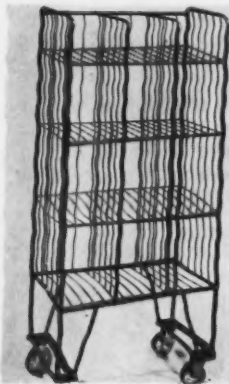
Kisco Boiler & Engineering Company, 2414 De Kalb St., St. Louis 4, Mo.



IMPROVED SPOTTING AID

Improved RustGo is said to give more rapid action, deeper penetration. The new formulation is now packaged in a plastic bottle with a nondrip spout.

A. L. Wilson Chemical Co., 1050 Harrison Ave., Kearny, N. J.



CONVEYOR SHIRT CART

Leebaw Shirt Bin Kart has 10 bins, casters wheels, can be equipped with hooks for overhead conveyor operation. Ship-ready to use.

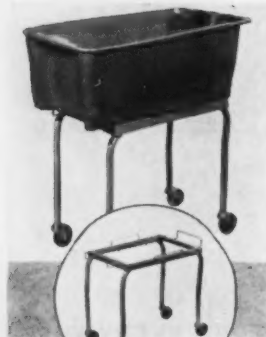
Leebaw Manufacturing Company, 65 Wayne Ave., Youngstown, Ohio.



CHRISTMAS PACKAGING

Samples of three holiday designs for delivery bags, perforated garment roll film, heat-sealing garment roll film and shirt bags are available. The bags and film are being marketed for use between Thanksgiving and New Year's.

The Kordite Company, Main St., Macedon, N. Y.



BASKET CARTS

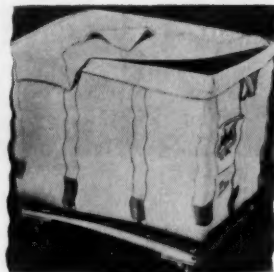
New basket carts have one-piece fiberglass-reinforced plastic molded pans said to be rust-, rot- and mildewproof, unaffected by laundry soaps, high temperatures and water.

Container Development Corporation, Department BC, Wauwatosa, Wis.

SANITARY LINER

A sanitary nylon liner fitting the Daniels' standard line of baskets, trucks and hampers can be sterilized after each use. Contaminated linens never contact the hamper itself. Available with or without cover flaps.

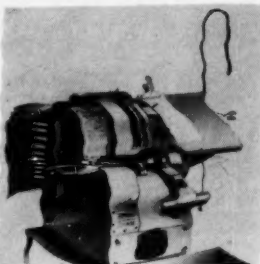
C. R. Daniels, Inc., Daniels, Md.



COMPACT IDENTIFICATION UNIT

Thermo-Seal Identification Machine is now available in a new table model, fitted with a combination of a 10-section holder for Thermo-Seal tape rolls and a flag-tag dispenser.

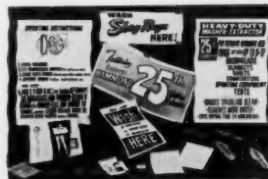
Textile Marking Machine Co., 2204-30 Erie Blvd., E., Syracuse 1, N. Y.



COIN-OP PROMOTION KIT

A new promotion kit on the Hammond WEL C-25 washer-extractor contains everything an operator needs to carry a full-scale promotion to the housewife.

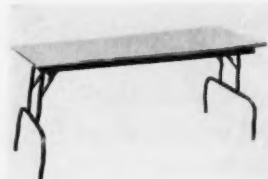
Hammond Laundry Cleaning Machinery Co., Hammond Building, Waco, Tex.



FOLDING TABLE

Jet folding tables for coin-ops measure 6 feet long by 2 feet wide, have Formica tops with protective chrome stripping. Metal folding legs lock in place, are predrilled for optional floor bolt.

Clesco National Incorporated, 1844 W. Flagler St., Miami 35, Fla.



STANDARDIZED DRUM

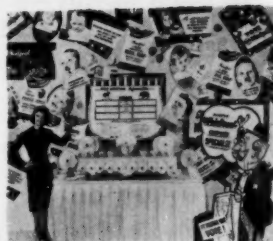
This new 400-450 pound-capacity open-head steel drum for caustic soda, with snap-lock rim, has been made standard by Eastern Chemical.

Eastern Chemical Div., Hooker Chemical Corporation, Box 344, Niagara Falls, N. Y.



POLITICAL PROMOTION

Senator Whirlpool, a cardboard cutout of an old-fashioned politician, will be appearing in RCA Whirlpool stores between now and November 8



Continued on page 8

A CHALLENGE TO THE PROGRESSIVE LAUNDRY MAN!

The new laundry WASHEX saves thousands of dollars in the washroom 3 ways:

1. SAVINGS IN LABOR

Up to 70% of the labor required with conventional washroom equipment can be saved with WASHEX. There is no double handling of loads with WASHEX — no need to transfer soaking-wet work from a washer to an extractor, no time consumed to balance extractor baskets. There is just one loading and unloading.

This work simplification doubles your present production rates. Compared to 300 — 700 P/OH* with conventional equipment, production with WASHEX jumps to 1200 P/OH. The immediate result is reduction of your present washroom manpower and lowering of labor cost.

2. SAVINGS IN HOT WATER, SUPPLIES AND TIME

The washer-extractor enables the use of shorter wash formulas and savings of time and supplies by employing short, intermediate extractions within the wash formula. Specifically, with intermediate extractions,

the number of suds needed for heavily soiled work is reduced in many cases to just one;

the number of rinses are reduced to less than half of those required with conventional equipment;

on diapers one flush and an intermediate extraction accomplishes more than several flushes required with conventional washers.

... And all this is achieved without any reduction in washing quality!

Water savings with WASHEX are 20%, and often up to 50% on long formulas with many rinses or flushes. Fur-

*P/OH=Pounds per operator hour.

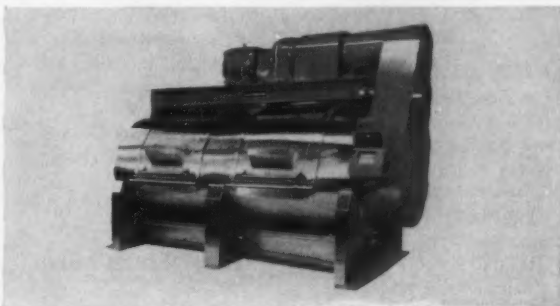
thermore, fuel to heat all this water is saved!

And what about time? The time saved by the shorter wash formula in a WASHEX more than offsets the extraction time. Actually as many — and even more — loads per day are turned out in a WASHEX as in a conventional washer.

3. SAVINGS IN FLOOR SPACE

If you've been looking for more production capacity, WASHEX provides the answer! One WASHEX does the work of two conventional machines and saves the space occupied by the extractor. Wash aisles can be much smaller, for there is no extra space necessary to store or to push around extractor containers. The actual savings with WASHEX over conventional equipment amounts up to 40%.

In most washrooms the side loading design of a WASHEX allows for perfect fit into existing wash alleys without any major layout change. Yes, with WASHEX you get increased washroom production with no costly building expansion.



There is much, much more to the WASHEX story! Write us without obligation, or attach this ad to your letterhead.

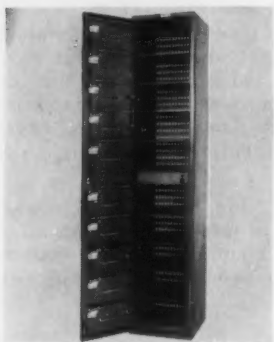
WASHEX MACHINERY CORPORATION

• 192 BANKER STREET, BROOKLYN 22, N.Y. •

Continued from page 6

to remind citizens to vote. Whirlpool dealers will also display informative election banners and posters. The Presidential Parade Promotion includes a 39-piece display kit, premiums, direct-mail pieces and ad mats.

Whirlpool Corporation, St. Joseph, Mich.



WATER HEATER BOOKLET

A new booklet lists some of the installations of the WH Series tankless water heater, featuring twin tankless coils.

Portmar Water Heater Company, Inc., 193 Seventh St., Brooklyn 15, N. Y.

ARMA FOLDER

A new illustrated, three-color folder describes the complete line of Arma marking and identification products.

Pittsburgh Tag Co., Box 6124, Pittsburgh 12, Pa.

STEAM TRAP CATALOG

A new 12-page technical Catalog gives technical details on Sarco steam traps, temperature regulators and heating specialties.

Sarco Co., Inc., 635 Madison Ave., New York 22, N. Y.

AUTOMATIC DRAIN TRAP

This lightweight drain trap automatically discharges condensate and oil as it is collected. A large orifice permits a discharge rate of 60 gallons per hour. A blow-off valve is provided.

Perfecting Service Company, 332 Atando Ave., Charlotte 6, N. C.

COMPACT DELIVERY TRUCK

The 1961 Model M-6 Minivan, installed on the 96-inch W/B Ford P-100 chassis, features a usable capacity of 184 cubic feet. High-strength alloy steel gives the truck lighter weight with greater strength.

Boyertown Auto Body Works, Third and Walnut Sts., Boyertown, Pa.

WORK CLOTHES DISPENSER

The Change-O-Matic Work Clothes Dispenser collects soiled work clothes, distributes clean. The 15-inch-wide unit can serve up to 16 men, features include automatic three-point locking.

The Change-O-Matic Corporation, 1770 Second Ave., New York 28, N. Y.

SHIRT EQUIPMENT FOLDER

A new folder contains individual sheets illustrating seven new Power-Ramic shirt finishing units. Included are floor plan layouts, unit power and weight data.

The Prosperity Company, Division of Ward Industries Corporation, 701 Nichols Ave., Syracuse 1, N. Y.

NO-SLIP TROUSER GUARD

A nonslip latex trouser guard with customer imprinting is half-round to prevent edge creasing. Snag-free, for use with poly bags.

Midwest Hanger Company, 2100 Guinotte, Kansas City 20, Mo.

NEW STARCH PACKAGE

Instant Sta-Flo powdered starch is now being packaged in single-use boxes patterned after label on Sta-Flo liquid starch. New dry Sta-Flo is designed for coin-op sale in vending machines or over the counter.

A. E. Staley Manufacturing Company, Decatur, Ill.

PREBUILT COIN-OP

A prebuilt, fully equipped coin-op laundry of heavy steel-frame construction is insulated with fiber glass, finished in aluminum siding. Package includes plumbing, wiring, four driers, 14 9-pound washers, three 16-pound washers, 75-gallon water heater, 200-gallon storage tank, coin changer, soap dispenser, table, chairs, signs, room heater and awning.

Berry Equipment Company, Pierre, S. D.

COIN-OP WASHER

New General Electric Filter-Flo® washer for coin-ops features a 20-minute wash cycle, 10-pound capacity, removable filter. Push-buttons on the timer provide four choices of wash and rinse water temperatures. The Cissell-made meter adjusts to various coins.

General Electric, Appliance Park, Louisville, Ky.

VEHICLE ALARM

A vehicle alarm system, contacting all doors, hood and baggage compartments, sounds off when any unauthorized person tampers with the truck. It can be turned off only by the driver.

Auto-Matic Products Company, 2268 S. Parkway, Chicago 16, Ill.

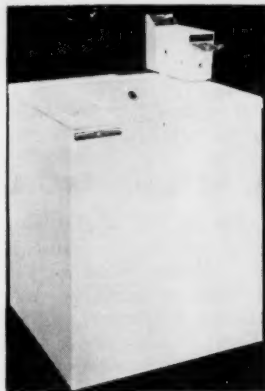
TECHNICAL AIDS

Technical assistance from Hope Chemical includes a complete research program, technical booklets and educational meetings. Back issues and bulletins are available.

Research Department, Hope Chemical Corporation, 545 Mineral Spring Ave., Pawtucket, R. I.

MOISTURE DETECTOR

Sensitor, a new electronic device which detects the moisture content of fabrics while drying, can be set to prevent overdrying



or to stop the process at any of six levels of moisture retention desired for efficient ironing.

T. L. Smith Company, 2835 N. 32nd St., Milwaukee, Wis.

NEW PARTS CATALOG

Parts and Accessory Catalog Number 11 of the New York Pressing Machinery Corporation is the first published in a series to be issued during the company's fiftieth anniversary year.

New York Pressing Machinery Corporation, 880 Broadway, New York, N. Y.

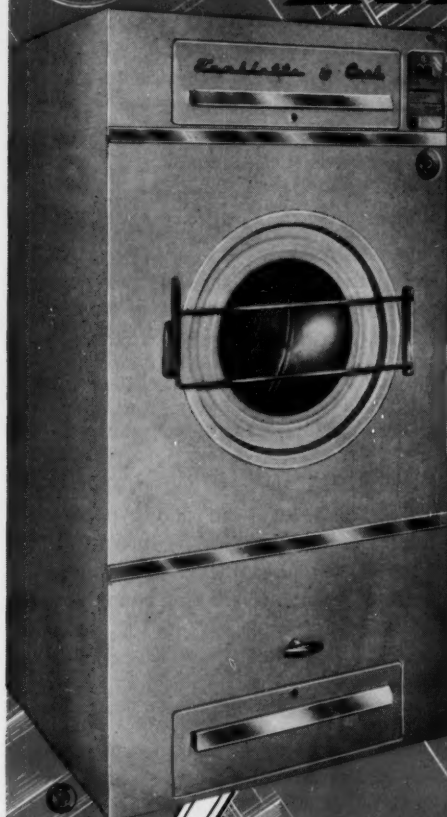
WASH-PANTS UNIT FOLDER

A recent folder illustrates and describes the new Power-Ramic Wash-Pants Unit, said to produce 70 or more finished pants per hour.

The Prosperity Company, Division of Ward Industries Corp., 701 Nichols Ave., Syracuse, N. Y.

PRECISELY RIGHT

FOR YOUR
COIN OPERATED
OR ATTENDED
LAUNDRY STORE



Tumblette
by
Cook

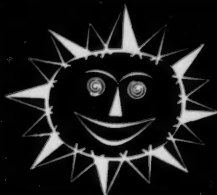
37 x 30 DRYER

The very best in materials and workmanship make Tumblette by Cook precisely right to meet the exacting demands of the coin-operated and attended laundry store operation.

This outstanding 37 x 30 dryer is engineered and designed especially for the laundry store . . . it is not a modification of an older model brought "up-to-date" by the addition of gadgets.

Buy Tumblette by Cook with the assurance it will offer you the best service . . . greater profits . . . greater customer satisfaction.

For illustrated brochure and
name of nearest distributor,
write —



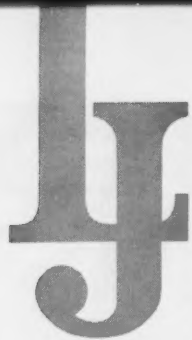
COOK MACHINERY CO., INC.

Manufacturers of the Only Complete line of Open-end Washers

4301 S. Fitzhugh Ave.

Dallas 10, Texas

Telephone HAmilton 1-2135



The issue in brief

How's business?

Family laundry sales are up. / The Diaper Service Industry has been concerned by the decreasing birth rate but takes hope in statistics which indicate the number of marriages is on the increase. / Sales of home washer equipment are off 15 percent this year as home laundry equipment manufacturers begin their summer vacation closedowns.

Home Shows

Parade of Progress winner John Greene tells of his company's experience with Home Shows. The most important ingredient for successful participation, says the author, is action. You must make your exhibit alive and interesting whether you use people or machines.

Coin-op ironing

The newest wrinkle for wash-dry operations is a coin ironing machine offering customers 30 minutes usage for 25 cents. The machines are offered to the trade on a guaranteed franchise plan, details of which are presented here. The development could be an important one since it takes the ironing task out of the home.

Elsewhere in this issue, we summarize the conclusions drawn at the recent conference on coin-op drycleaning sponsored by our sister publication *The National Cleaner*.

Pollution problems

Our engineering editor discusses proper piping and vacuum breakers as a means of preventing possible

water pollution resulting from backflow. / Next month another article points up the growing problem of air pollution and what laundrymen are doing about it. The smokestack isn't the only source of the difficulty. Legislatures are currently studying vehicle exhausts which may have far-reaching implications for route operators.

Cutting claims

Morey LaRue offers a five-point program for reducing claims in chain-store operations. Sales personnel are instructed (1) to anticipate possible problems; (2) to watch for misdirected packages; (3) not to file a claim if doubt exists; (4) to keep a record of all claims filed; and (5) to dispose of valid claims promptly.

Public relations activities

Consolidated Laundries takes an active part at Freedomland. / AIL prepares for "Salute to the Housewife Week," November 13-19. / When the PR Flying Squad presentations will be given in your locality.

Concluding features

Dr. Ernest Dichter winds up his unique study on the "Psychology of Textiles" in this issue with some thoughts on how to rekindle the romance between man and fabrics. / I. Austin Kelly III also concludes his series on pension plan programming.

Truck maintenance

In answer to a reader's request, transportation expert Henry Jennings offers some pointers on setting up a shop for maintaining the route fleet.

Cons clean up

Two Brink's holdup gang members decide to open a quick-service laundry in competition with the institution in which they are incarcerated. It's an incredible story of misdirected ingenuity which makes you wonder about the effectiveness of our penal system.

ARE YOU HARBORING A THIEF?

Another Jab by Poke

What would be your opinion of a man who would willfully give refuge to a thief who was systematically stealing from him?

Well, my opinion is the same as yours. . . . Yet, that is exactly the thing a lot of laundry operators are doing, and some of them have been harboring this thief, like a poor relative, for years. The total amount he has stolen from them over the years would run into fantastic figures, if it could be tabulated.

The thief I am talking about, is that sly, slimy, sneaking robber—PROCRASTINATION. I'll wager that there's very few of you laundryowners who aren't more or less guilty of allowing this sneakthief to siphon off some of your profits over the years.

Just be honest with yourself, just ask yourself how many times you have looked at, or had your attention called to some condition in your plant that needed cor-



M. A. Pocock

recting, and you've put off, and put off, doing anything about it.

Maybe it was—or is—a simple matter like checking your steam lines to see if you're getting adequate steam pressure at the ironer, or replacing ironer padding, or streamlining your operations, or reorganizing your accounting system, or bringing your operations up to date in some other way. There's a hundred ways that profits can be siphoned away simply by putting off doing the things that ought to be done to make your laundry more efficient and pay you better dividends, and at the same time give better service to your best friends—your customers.

Maybe you've been putting off buying some new equipment that would save you labor and increase your production—putting it off because you didn't want to spend the money just now. Well, I surely don't have to tell you that that's false economy.

My advice—it's FREE—to you is to run this robber out of your plant—NOW, before he runs you out of business.

M. A. (Poke) Pocock



Modernize for PROFIT With a SAGER

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

Reduces Labor Turnover

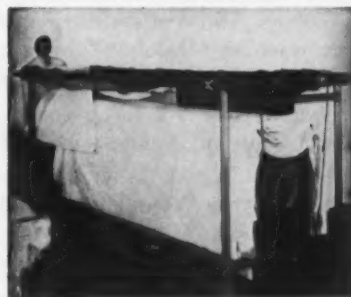
No more back-breaking lifting and nerve-racking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

No Price Increase!

In spite of greatly increased manufacturing costs, the selling prices of SAGER SPREADERS have not been raised. The tremendous increase in SAGER sales volume has made this possible.

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____



7-2-7-7!

If you want to get soiled shirts sparkling clean and brand-new bright — without a trace of dirt or stain on collars and cuffs — use Wyandotte's 7-2-7-7 shirt washing formula. This sure-fire formula reduces your fuel bills because you rinse in cold water.

Wyandotte's 7-2-7-7 formula is an effective combination of APACHE, HALOX, SKORTEX, and RAYLENE.


APACHE® is Wyandotte's "CMC" carbonated alkali detergent that's ideal for shirt laundering because of its heavy-duty soil and stain removal.

HALOX® is an organic dry bleach that removes more stains in high alkalinity. Safe, gradual chlorine release insures longer linen life.

SKORTEX® — Complete synthetic detergent that penetrates fabrics quickly for sure, rapid removal of ground-in soil and heavy stains.

RAYLENE® — Fluorescent-type brightener that sours and blues at the same time. Shortens your washing formula by completely eliminating bluing operations.

Witness the amazing results of Wyandotte's 7-2-7-7 shirt washing formula in your own plant under your own operating and water conditions. Call your Wyandotte representative today for a free demonstration. *Wyandotte Chemicals Corp., Wyandotte, Michigan. Also Los Nietos, California, and Atlanta, Georgia. Offices in principal cities.*

 **Wyandotte[®]
Chemicals**

J. B. FORD DIVISION

Specialists in Laundry Washing Products



The people in our industry

Over the years quite a few laundrymen have told us they have scraped the bottom of the barrel in getting help for their plants.

Their usual explanation for the situation is that the more desirable people have been lured to better paying jobs in other industries. They also lament the "moral decay" which prompts otherwise fine people to accept unemployment compensation rather than fill vacancies in their plants.

This is an unfortunate situation. But in some respects the problem may be one of our own making. There are many things about our operations we tend to disregard. Things which discourage not only the people we would like to hire but our customers.

- Let's take an objective view of the physical appearance of our plants to begin with.

Are they clean, modern, progressive-looking enterprises? Are they situated in convenient, fairly attractive surroundings? Just looking at it from the outside, is it the kind of establishment a person could take pride in being associated with?

We won't belabor this point, because everyone who's had any association with the industry has had his say on this subject.

- Now let's look at our processing equipment. Is it well maintained, up to date and sensibly located? Or does its operation require considerable manual effort? Few people actually set out to look for a job that requires constant lifting, pulling, bending, stretching, etc. Not in this push-button age! And we're kidding ourselves if we believe it's less expensive to use people to do the work that can be done by modern machines.

- Now let's take a look at our supervisory personnel. Are they alert, dedicated, experienced people who have intelligence enough to absorb all the training and authority and responsibility we've given them? Do they like people? Do they let their subordinates know how they stand, do they praise them, and go to bat for them when necessary?

We could go on, but you will recognize the fact that these questions touch on some of the basic elements that make for employee job satisfaction. Wages are important, of course, but not the most important element of the lot.

It is unfortunate that our industry has a reputation for paying low wages. We're a service industry and we want to make our service as attractive *pricewise as we possibly can.* The most progressive plants, however, are those which have tried to correct this stigma of low wages by taking action to raise them before legislatures and unions have forced their authority on us. They've done this by setting their plants in order—by constantly looking for new ways and methods to do the job more quickly and efficiently.

The most important thing to remember is that we attract the kind of people to our industry that we deserve.

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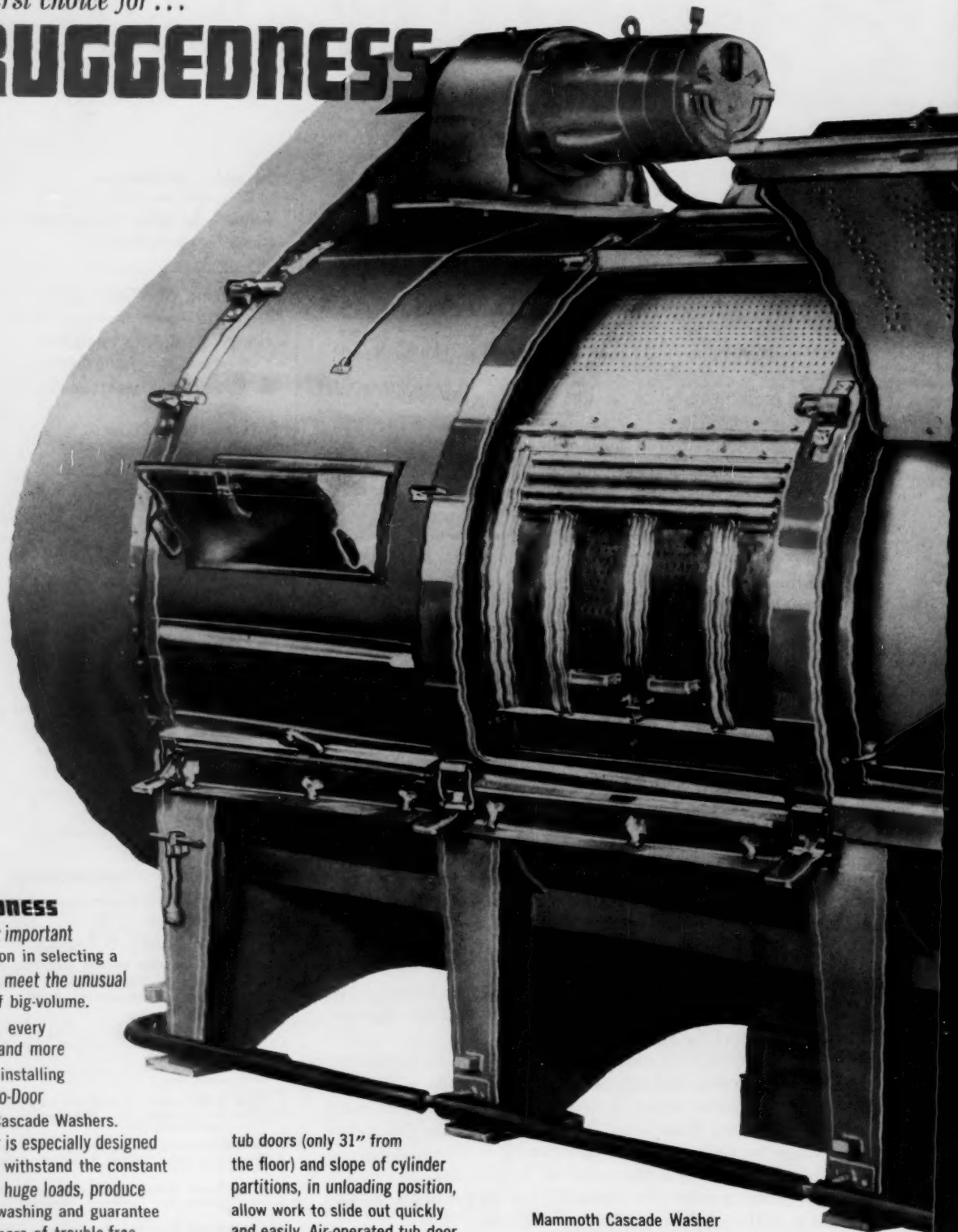
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*American Lo-Door Mammoth
Cascade Washers...
first choice for...*

RUGGEDNESS

Unusual design of the Lo-Door Mammoth Cascade Washer creates "built-in" strength through unity of elements. Cylinder, ribs, transmitters and gudgeons are rigidly constructed to operate as a unit, provide exceptional resistance to strain and wear produced by the constant turning and dropping of huge loads.



RUGGEDNESS

is the most important consideration in selecting a machine to meet the unusual demands of big-volume.

That's why, every day, more and more plants are installing American Lo-Door Mammoth Cascade Washers.

The Lo-Door is especially designed and built to withstand the constant pounding of huge loads, produce top-quality washing and guarantee years and years of trouble-free service.

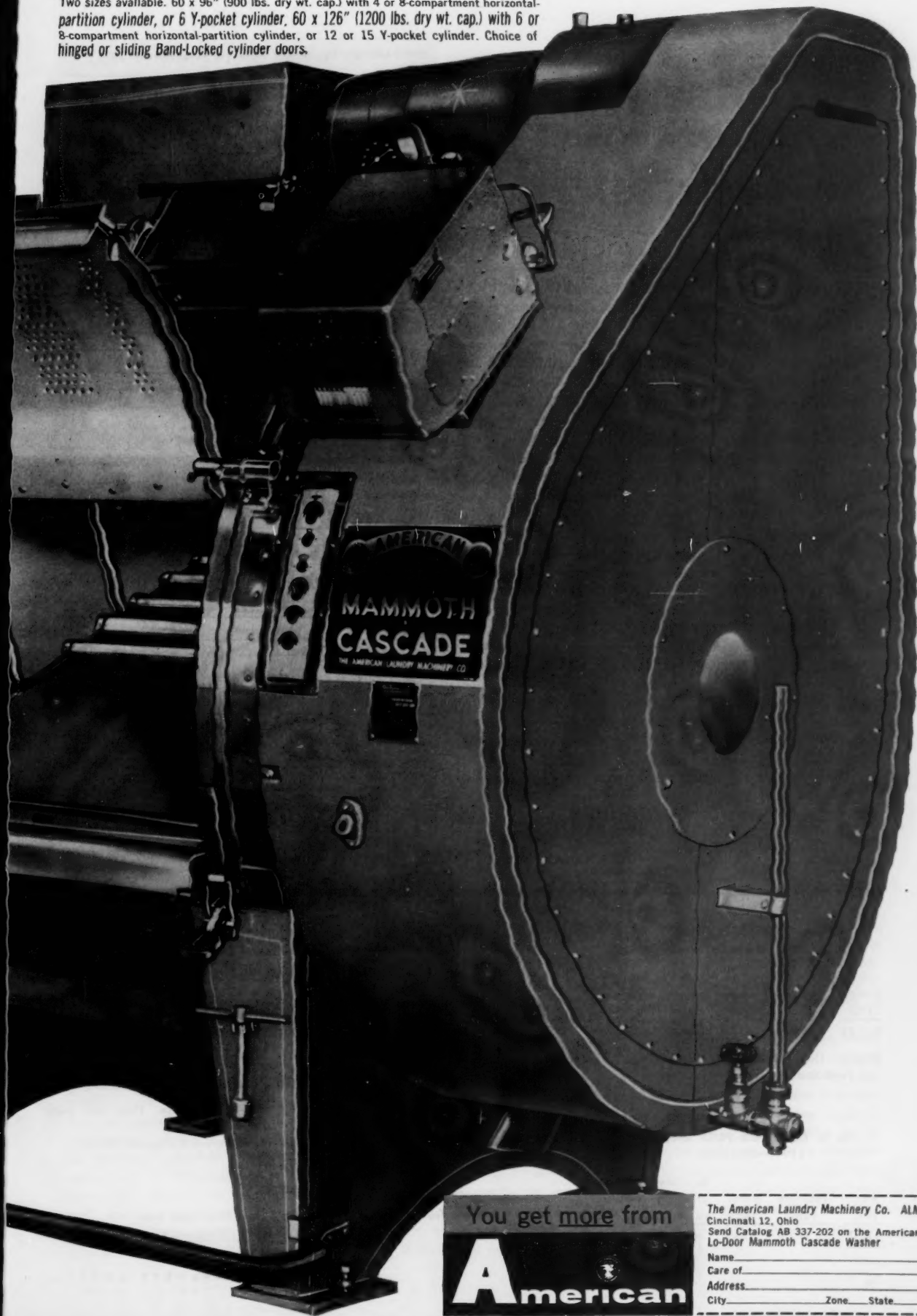
Labor and downtime are greatly reduced by simple manual or chute loading and fast, easy unloading. Extra large

tub doors (only 31" from the floor) and slope of cylinder partitions, in unloading position, allow work to slide out quickly and easily. Air-operated tub door (optional) also saves time and effort for the washman.

Prove to yourself what a rugged, top performer American's Lo-Door

Mammoth Cascade Washer really is. Have your nearby American representative arrange for you to see a Lo-Door Mammoth installation, or mail the coupon for illustrated catalog.

Two sizes available. 60 x 96" (900 lbs. dry wt. cap.) with 4 or 8-compartment horizontal-partition cylinder, or 6 Y-pocket cylinder. 60 x 126" (1200 lbs. dry wt. cap.) with 6 or 8-compartment horizontal-partition cylinder, or 12 or 15 Y-pocket cylinder. Choice of hinged or sliding Band-Locked cylinder doors.



You get more from

American

The American Laundry Machinery Co. ALM-659
Cincinnati 12, Ohio
Send Catalog AB 337-202 on the American
Lo-Door Mammoth Cascade Washer

Name _____
Care of _____
Address _____
City _____ Zone _____ State _____

HOW'S BUSINESS?

Home washer sales took another dip during July but home laundry equipment manufacturers consoled themselves with the fact that electric drier and gas combination washer-drier factory sales were on the upswing.

Washer sales were down 21 percent from June. And sales for the first seven months of this year are running 14 percent behind last year.

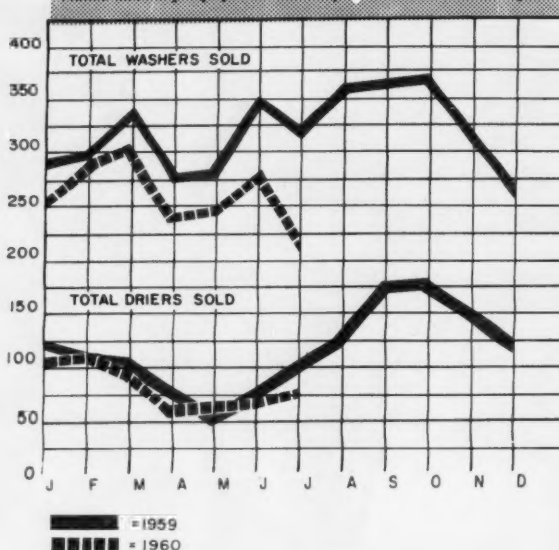
Guenther Baumgart, president of the American Home Laundry Manufacturers' Association, says there is nothing alarming about the dip. He explains: "July is traditionally a low month in sales. This is due largely to vacations. Consumers off to the mountains or beaches are not thinking of home laundry, and manufacturers begin their annual vacation shutdowns in July, too."

The Diaper Service Industry, long concerned by the falling birth rate, sees a bright spot in the report that weddings are on the rise.

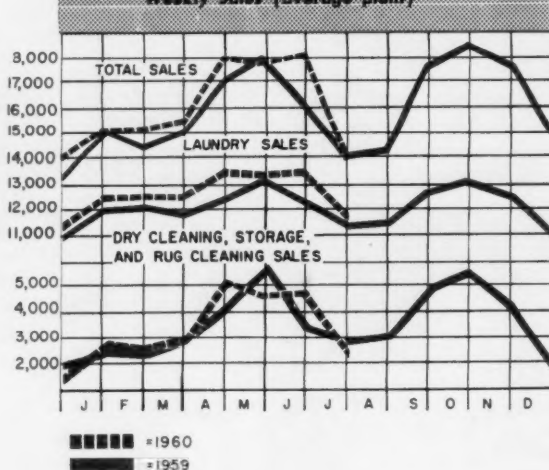
This year continues to run behind 1959 in the number of births and birth rate. Statistics through April 1960 show births of 2.3 percent (down from 1,371,000 to 1,340,000). The drop in birth rate, which is the number of registered live births per 1,000 population, is down 4.6 percentage points from 23.8 to 22.7 percent.

The number of weddings, for the same four-month period, is up 3.6 percent. From 392,000 in 1959 to 406,000 this year. The rate of increase is 1.5 percent this year over last.

Home Laundry Equipment Sales (in thousands of units)



Weekly Sales (average plant)



AVERAGE WEEKLY EARNINGS NEW YORK STATE LAUNDRIES

			% change from	
March	February	March	prior	year
1960	1960	1959	month	ago
\$55.28	\$55.66	\$53.43	-0.7	+3.5

Source: Division of Employment, New York State Department of Labor

U. S. CONSUMER PRICE INDEX (1947-49 = 100)

			% change from	
March	February	March	prior	year
1960	1960	1959	month	ago
125.7	125.6	123.7	+0.1	+1.6

Laundry business trends

NEW JERSEY

five weeks ended July 30
Laundry route sales
2.0% more than last year
Drycleaning sales
2.0% more than last year
Total sales
2.0% more than last year

New Jersey Laundry and Cleaning
Institute

NEW ENGLAND

July 2—5.4% more than last year
July 9—3.5% more than last year
July 16—1.8% more than last year
July 23—4.1% less than last year
July 30—6.5% less than last year

Carruthers & Company, Boston

NEW YORK

five weeks ended July 30—1.7% less than last year

M. R. Weiser & Co., New York

How much of a swing to services?

Rise in personal incomes does not assure larger laundry dollars

from THE MORGAN GUARANTY SURVEY

IT HAS BECOME a commonplace of economic discussion to remark that an increasing proportion of productive effort in the United States is going into the rendering of services and a decreasing proportion into the making of goods. Even casual observation would seem to document that appraisal, and a recent forecast by the Department of Labor projects the trend well into the future. In its preview of the 1960's, the Department says: "As our technology advances, proportionately fewer workers will be needed to produce the goods we need. More workers will be needed to provide the increasing services required as our standard of living goes up."

When the services-goods apportionment is viewed in terms of statistics for personal expenditures, however, there is an interesting lack of support for the thesis that the rise in personal income has caused consumers to transfer their preference from goods to services.

It is true that personal expenditures for services (exclusive of governmental services paid for in taxes) rose from 31.1 percent of total expenditures in 1947 to 39.1 percent in 1959. But the increase was due mostly to the fact that prices of services during that period were rising faster than prices of goods. In "real" terms—dollars of constant purchasing power—purchases of services rose only from 34.3 to 37.8 percent of the total. And even this moderate gain was in fact nothing more than a recovery of ground lost in earlier years. In terms of either current or constant dollars, the relative importance of goods and services in the personal budget is very nearly the same as it was 30 years ago.

Even when the broad categories, "goods" and "services," are viewed in their component parts, the net changes from 1929 to 1959 are sur-

prisingly small. The magnitudes involved are much greater: personal consumption expenditures per capita, in "real" terms, have increased by more than half. And there have been broad changes in the general economic background: whole new categories of goods and services have come into being, while others have largely or wholly disappeared; consumers' living habits have altered accordingly. Yet the relative importance of the main channels of expenditure has changed but little.

As the chart shows, the effect of the much bigger bite that taxes now take out of the consumer's dollar has been divided rather evenly between goods and services. On the goods side, the most pronounced decline is in expenditures for clothing. The only category of goods to move counter to the general trend is automobiles and supplies (parts, fuel and oil). The over-all decline in services is divided between housing and "other" services, a broad category that includes recreation, personal care, professional services, education, travel, religious and welfare activities, etc.

Perhaps the most significant change in this miscellany is the decline in "admissions," a subdivision of recreation. The drop there more than offsets the increase in all other kinds of recreation expenditures. This illustrates one of the many ways in which changes in living habits have tended to cause a shift from services to goods, rather than the reverse. Attendance at the play, concert or sport event gives way to use of the radio, television and hi-fi set.

The substitution takes other forms. The household servant "living in" and working full time is superseded by the vacuum cleaner, automatic washing machine, dishwasher, freezer, and garbage-disposal unit. The man of the house may have trou-

ble finding a mechanic who is not too busy to do small household repairs, or may balk at the mechanic's fees, and decide to "do-it-himself," buying materials in a highly processed form and installing them with the aid of power tools unknown a generation ago. The hired gardener may be replaced by the power mower and the lawn sweeper.

In each case, the result is a purchase of goods where formerly services were bought. The goods, however, all have a considerable element of service built into them. And therein is the reconciliation of the seeming inconsistency between a lack of change in the division of expenditures between goods and services on the one hand, and a marked relative increase in employment in the service industries on the other.

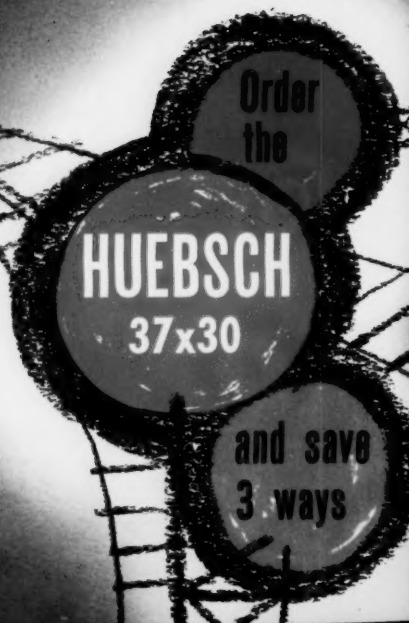
Many of the services produced by the economy, in other words, though they ultimately benefit the consumer and ultimately are paid for by him, are not purchased by him in the form of services. They are rendered in the first instance to business firms but are embodied in the value of goods the consumer eventually buys.

Retail trade, for example, is a service industry; but in most retail stores the consumer buys goods, not services. The goods he buys, however, derive their value not only from the retailer's service but also from that of the wholesaler, the transportation agency that carried them, the financial institution that supplied funds, the advertising agency that brought the goods to the consumer's attention, the public utility that furnished power and light, and so on down through the list of service industries.

It is the producers of these hidden services embodied in goods, rather than those who supply services directly to the consumer, who have enjoyed the swiftest growth as a result of the increase in personal income. And this gain seems likely to continue as incomes rise further. A rising standard of living implies an increasingly complex economy, in which service functions such as trade, transportation and finance tend to assume growing importance. □□



**YOUR
\$IGNAL
TO
GREATER
PROFIT\$**





SELF-CLEANING LINT SCREEN

Automatically cleans itself and deposits lint on "Magic Carpet" for fast, easy removal.

Save on Operation Costs

HUEBSCH *quality construction guarantees you a long-life tumbler with a minimum of care and attention*

HUEBSCH TUMBLERS ARE DRYING FASTER AND MORE ECONOMICALLY

That's because Huebsch continues to introduce more and more original features... assuring you the most efficient drying at the lowest possible cost. Available in manual or coin operated models.

TROUBLE-FREE DRIVE

Chain and V-belt drive. Easily understood, inspected and adjusted. No hidden gears.

ACCESSIBLE CONTROLS

All controls readily accessible from front for fast, easy servicing and adjustment—yet, locked behind hinged panel to prevent tampering.

SEALED BALL BEARINGS

No oiling, inspection or attention required.

RECOGNIZED APPROVALS

New York City Board of Standards and Appeals.

City of Los Angeles.

Canadian Standards Association, and others.

SIMPLE, SAFE LOADING DOOR



MAGNETIC DOOR LATCH

for safe, sure, silent door closing. Modern design eliminates triggers, buttons, springs.

TEMPERATURE RANGE FOR ANY LOAD OR FABRIC



VARIABLE TEMPERATURE SELECTOR

Customer simply chooses desired temperature setting for efficient drying of any fabric.

Consumer-Designed

HUEBSCH TUMBLERS

make friends and customers for you



NO LINT WORRIES

with self-cleaning lint screen. Customer need not concern herself with lint removal.

COMFORTABLE STORE

Automatic back-draft damper keeps hot, damp air from blowing back into surroundings.

COLORFUL TUMBLERS

for attractive surroundings. Choice of any color for your Huebsch Tumbler Dryers. No extra charge.

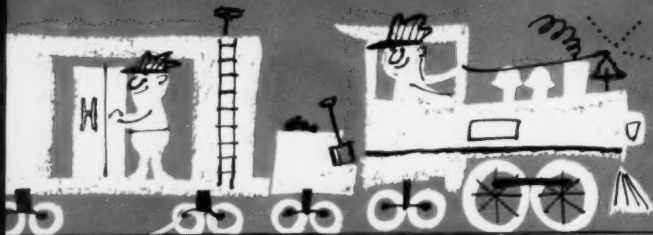
ALSO, NEW STAINLESS FRONTS

Stainless steel fronts are now available for the Huebsch 37 x 30. Nominal extra charge.

HUEBSCH ORIGINATORS

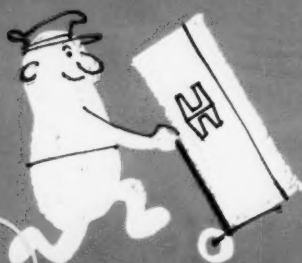
MILWAUKEE 1, WISCONSIN

First in Tumblers... First in Features



1 *Save with Huebsch on Transportation*

5 plants located nationwide,
and now a sixth in Toronto,
save on shipping costs
and delivery time.



2 *Save with Huebsch on Installation*

Special Huebsch built-in features
save on installation time
and costs.



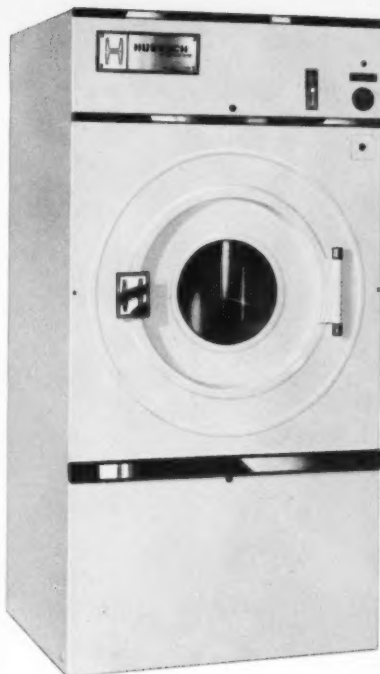
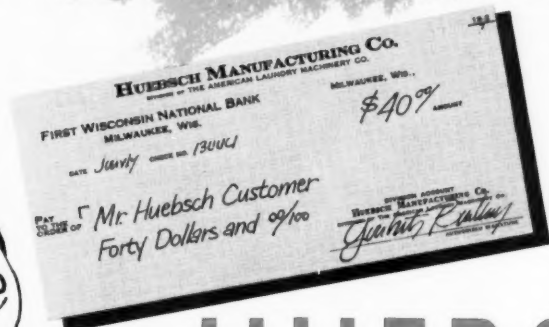
3 *Save with Huebsch on Operation*

Huebsch Originator features
save you time and money
on day-by-day operation.

and Huebsch means satisfied laundry store customers for you, too.



Save as much as \$40.00 or more...



now **HUEBSCH**

*Factory Network Cuts Transportation Costs
and Delivery Time Significantly*

You save as much as \$40.00 or more for each Huebsch 37 x 30 gas heated tumbler dryer in transportation costs alone and up to one week or more in shipping time.

The Huebsch 37 x 30 tumblers are shipped F.O.B. nearest factory to save you time and money. Why not cash in now on these savings?

*Save on Installation
...so simple and easy*

LIKE THIS



NOT LIKE THIS



ADJUSTABLE FEET

for quick, easy leveling and alignment of tumblers so necessary on uneven floors.

RECTANGULAR SHAPE

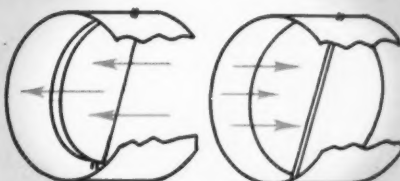
of the Huebsch 37 x 30 makes it ideal for side-by-side multiple installations.

...and safe, too, with **HIGH TEMPERATURE LIMIT CONTROL, AIR FLOW SWITCH,** and keyed locks on access panels.

Huebsch tumblers are easy to install—you save time and money.

OPEN

CLOSED



AUTOMATIC BACK-DRAFT DAMPER

prevents hot air and lint from blowing back through tumbler into room. Protects pilot light, keeps surroundings cooler.

HUEBSCH ORIGINATORS... World's Largest Manufacturer of Commercial Tumblers

WHAT ABOUT HOME SHOWS?

They can be good or bad depending on how much effort you put into them

by JOHN PHILIP GREENE

WE HAD THREE YEARS experience in Home Show participation since 1958.

These shows are sponsored by the Hagerstown Exchange Club and are held at the Fairgrounds Clubhouse each spring. The shows attract hundreds of exhibitors and between 30,000 and 50,000 visitors annually. They come from the tri-state area of Pennsylvania, Maryland and West Virginia. This happened to be our primary market since our trucks covered a radius of 50 miles from the Troy plant.

OUR FIRST SHOW

Laundries and cleaning plants had never taken part in this event. But in 1958, Troy Laundry was invited and the management agreed to try it out.

We had a very small booth and only five staff members on hand. But we tried to make our booth as interesting as possible.

- We had a display of rugs, including one badly soiled 9-by-12 which had been cut in two. One half was cleaned and then re sewn to its mate to make an effective before-and-after story on the merits of our rug cleaning service. (Interestingly enough, our rug volume more than doubled after that show.)

- We also showed a pillow cleaning machine and had it operating continuously during the entire run of the show.

Fortunately, we had 200 pillows from a hotel as well as 30 from President Eisenhower's Camp David retreat. The latter attracted particular

attention and bystanders even asked for bits of ticking as souvenirs.

Dozens of pillows were brought in by Home Show exhibitors and visitors who were given a special price at the time. Among these pillows was one brought in by a bird-fancier who had his filled with feathers and down of every color of the rainbow. It goes without saying we ran this particular pillow over and over again since the feathers made a beautiful sight through the glass door of the unit.

During the year following, we cleaned more than 2,000 pillows—a record we attributed to this show.

OUR SECOND SHOW

Our success at the first Home Show prompted us to take two booths the following year. This time we had no working machines. (Actually, we had hoped to persuade an allied trades firm to put in a shirt unit for us—which we're sure would have created considerable interest—but the cost of steam and air generators made the idea prohibitively expensive.)

Instead, we had 10 live and lovely models in addition to our staff of 12 men. We were also lucky enough to get a celebrity in the person of Johnny Rucker, a former star outfielder with the New York Giants, who was a very personable representative of a uniform supply company.

It was about this time that we had gone into the uniform rental business and we decided to go all out to promote this new service.

Our staff modeled the latest in overalls, coveralls, shop coats, office jackets, waiters' uniforms, bartenders' out-



A live radio broadcast from the exhibit booth is one means of animation. The announcer interviews an allied trades lady while author John Greene looks on. Note prominent posting of LAUNDRY JOURNAL awards and articles

fits, etc. For animation we rigged up a gaily decorated swing and had the girls take turns swinging. We found that a few things are quite as appealing as a lovely girl on a swing.

We also had six girls outfitted in Dutch costumes roaming the exhibit hall handing out small bars of soap to visitors . . . the same soap we advertised at our plant. Other giveaways included matches, pencils, tape measures and loads of literature telling about our many services.

- Another unusual feature which attracted a great deal of interest was a fully uniformed Confederate artillery unit, complete with 10 Missouri mules and cannon, stationed just outside the building near our booth.

I should explain that the Antietam battlefield is located close by and there's quite a bit of interest in Civil War history here. When the 4th Maryland Artillery Unit was reactivated recently, Troy not only provided the uniforms but offered to clean and service them free of charge. Their participation in the show cost us nothing.

- Our display was further enlivened by three of our salesmen who came in for a couple of hours each evening to play their electric guitars. They packed the crowd around our booth so closely that other exhibitors complained.

We think it was more than just coincidence that our uniform rental



Animation is the single most important ingredient for successful Home Show participation. In this case the firm used a live band and a swing on which models displayed the various uniforms available for rental purposes

business got off to a flying start that year. Our profits on this service alone exceeded \$2,000. We gave the Home Show the lion's share of credit for this.

OUR THIRD SHOW

In 1960, we bought a much larger space (30 by 60 feet) near the refreshment concessions. We figured, sooner or later, everyone ends up here and we'd be there to greet them.

Inasmuch as we had a large assortment of uniforms, we outfitted all the Exchange Club personnel at the refreshment counters in our uniforms. It was good publicity for us and they got a big kick out of it.

- This year, we tried to give the Home Show visitors some inkling of the wide diversity of our services. We had a pillow display, rug cleaning, box storage, uniform rental, etc.

- On one wall we also tried to show Troy's role in community affairs. There were clippings and letters from numerous charity groups acknowledging the fact that Troy had taken a lead in most of their drives and helped in many others. We listed our association with various trade associations and honors won in the laundry and cleaning field.

- In addition to our usual giveaways we also had plastic utility bags and sample tubes of hand lotion. These latter gifts were provided by allied trades

firms. Don't overlook the possibility of tying in with such promotions since they cost you nothing and they help to create more than passing interest in your exhibit.

We tied in with a mothproofing company that was giving away a trip around the world. During the four-day show we passed out more than 15,000 chances on that contest.

As in the past, we also used the services of some of the allied tradesmen with whom we had business dealings. These men are experts in their fields and they lent authority to our sales story.

- By way of animation, we also did a 15-minute radio broadcast from our booth. Everybody got into the act and we considered this feature highly successful.

One evening I mentioned "on the air" that Troy printed match books in any quantity, free of charge, for any club or organization. The next evening we had representatives from more than 20 clubs drop by our booth to place their orders. They had all heard the offer on the radio the night before.

We had purchased a machine which would imprint match-book covers with names, dates of events, as well as the seal of any service or social club . . . in any color. The only advertising on the books was a very neat and inconspicuous "Compliments of the Troy Laundry and Dry Cleaning Company" inside the cover. This is direct advertising at its best and packs a terrific wallop. It was extremely popular with our customers and prospective customers.

Promotion

John Philip Greene was a top money winner in THE LAUNDRY JOURNAL'S Parade of Progress Contest a few years back. In this article he tells of his experience with Home Shows while serving as general manager at the Troy Laundry and Dry Cleaning Company, Hagerstown, Maryland. (Mr. Greene is now with the New England Laundry Company of Hartford, Connecticut.)

Here's his summary of suggestions for successful Home Show participation in order of their importance:

- *Animate your exhibit to attract the greatest possible interest.*
- *Use inexpensive giveaways and tie-in promotions to call attention to your booth and help advertise your services.*
- *Your booth should be large enough to allow visitors to step out of the aisles to speak to your staff members.*
- *Location is not too important since those attending want to see everything. But, if you can arrange it, a spot near a refreshment stand will give your display greater exposure.*
- *Advertise your participation in local newspapers and official Home Show programs. And mention your giveaways to insure maximum attendance.*
- *Celebrities are a potent drawing card—if you can get them.*
- *Keep a record of service inquiries and follow them up later.*

CONCLUSION

We found that supervisory personnel made the best booth attendants since they were better adapted to answering questions and because they were willing to put in extra time. Demonstrators, models and other help recruited from the employee group were paid their regular salaries and regular scale for working extra.

Participation in Home Shows is wonderful advertising, if you make it interesting. If your exhibit is dull and lifeless, no one will bother you; but if it's gay and moving with machines or models, the crowds will flock to your door. It's up to you whether your exhibit is good or bad. □□

by J. AUSTIN KELLY, III

President, National Employee Relations Institute

LAST MONTH we looked at some of the ways laundering firms are using pension plans. Through actual case histories, we saw how specific pension problems are being solved. Now let's tackle the *biggest* problem that you face in considering the installation of a pension plan: where to get clearcut, *impartial* answers to your questions about these deferred compensation programs.

If you have ever attempted to investigate a pension plan for your company, you know exactly what I mean. From my many talks with executives in your industry, I know that many are plainly bewildered by the maze of conflicting confusing information which is passed around these days by various pension "experts." Perhaps the best way to understand *why* this is the case is to realize that these experts are usually salesmen, too. They all have a "pet" plan they're trying to push. It's only natural that they are a bit biased in any information they present.

Now, I'm supposed to be an "expert," too, so how can you trust me to give impartial answers? Well, for what it's worth, there is one big difference. *I have no particular plan to sell.* In fact, the most important thing I have to offer my clients is the experience needed to stand back and look at any and all plans objectively—and to compare their advantages and disadvantages. If clients couldn't depend on me for this kind of unbiased advice, I would soon be out of business.

Enough of that. Now let's put words into action and answer some of the most frequent questions in your field.

1. We've heard that we are not eligible for a tax-deductible pension plan because we are a partnership. Is this true?

This is a common misconception. Partnerships have *always* been eligible providing the partners themselves were not participants in the plan. Now the situation is even better. Internal Revenue will permit a partnership to incorporate for pension purposes, yet continue to file tax returns as a partnership. This enables the partners to receive pension benefits along with their employees.

2. We're undecided whether to use a pension plan or profit-sharing. Just what are the basic differences?

Many companies mistakenly believe that the main distinction is a matter of commitment. While both plans involve placing an annual amount for each employee into an accumulating fund, presumably to be paid after retirement, company owners know that profit-sharing can be increased or decreased each year. They often have the false idea that the pension deposit is established at the outset and remains rigid. This was true of older-type pension plans, and many of these are still operating. Newer plans are completely flexible. Companies can now reduce or even skip pension deposits during lean years.

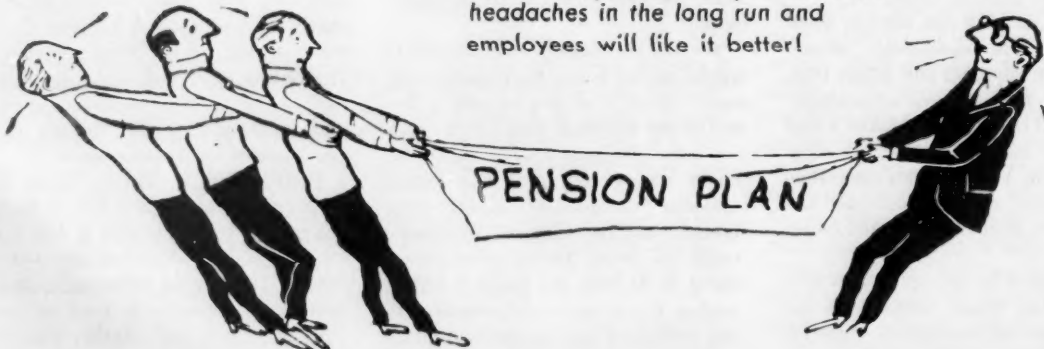
However, the vital difference between these two plans is the amount of money that can be credited to *top management.* On this score, pension plans are far more liberal. This is particularly significant where key men are pushing age 50, or are even older, at the time a plan is installed.

Profit-sharing plans are limited by law to a maximum of 15 percent of salary annually—across the board for all participating employees. An executive in his middle fifties seldom has sufficient time to accumulate the sum he would

Personnel—Part 3 of a three-part series

Taking the strains out of pension plans

Think twice before deciding on a contributory plan. While it appears to have many advantages it means that management loses control over changing provisions of the plan and can be blocked by actions of the employees. You may save money now, but you will save headaches in the long run and employees will like it better!



like at retirement. He will be lucky to end up with a retirement income equal to 20 percent of his salary. On the other hand, younger employees in their late twenties will easily amass enough profit-sharing deposits to produce retirement benefits equal to 60 or 70 percent of their income by the time they reach 65.

A modern pension plan gives the older key employee a far better break. For example, the company owner — and who is more of a key employee — can often have as much as 50 percent, and sometimes more, of the annual pension deposit credited to his own pension account. Instead of 15 percent of salary, this can easily amount to something like 35 percent or 40 percent. Since this is such a practical way for owners to siphon off extra money without serious tax bites, pension plans are now far more popular than profit-sharing.

3. A friend told me that we should insist that our employees contribute a share towards the cost of a pension plan. Do you agree this will save us a lot of money?

I agree that it is one way to reduce your pension cost. But remember, it will also reduce your control over the plan. If you should ever want to reduce the benefits, or make other significant changes, there's a good chance your employees would enter serious objections. If they should decide to make a case of it, you *could* lose the decision.

There's another reason why many companies prefer to pay the full cost. Since the plan is primarily intended to benefit key executives, any contribution which these people would make — say 4 percent of their salary — must come out of their taxable income. For those in the higher tax brackets, every dollar they contribute really amounts to about two dollars. Perhaps even more. Company-paid dollars, on the other hand, are a deductible expense.

4. Please explain the tax advantages of a pension plan.

First, from the company viewpoint, any money put into a Revenue-approved plan can be deducted as a corporate expense.

Second, from the employee's viewpoint, this money (except his own contribution, if any) is not declared as additional income — as a bonus would be. The same applies to interest that this money earns. Later, when the employee retires, he pays capital gains tax on his profit-sharing money. Or he may elect to have this used to purchase a lifetime pension.

Pension payments are taxed as regular income, but since the individual is now retired, he presumably is in a lower tax bracket. Also, if he contributed to the plan, this portion need not be declared since it is simply a return of his own money. This explains why a good pension plan enables the owner of a business, and his key people, to approximately double their money through lower taxes. More than that, it provides an easy way to save for retirement. To put it more bluntly, it is often the *only* way these persons are able to save substantial sums for the future.

5. My associates are worried about where we should invest a pension fund. Can you help us?

There are six ways in which you can invest the funds. (1) Top-grade securities such as American Telephone and Telegraph, General Motors, General Electric, etc. (2) Mutual funds, on the theory that your funds are so small you can't break them up safely enough any other way. (3) Use

a corporate trustee and let him invest it. (4) Savings banks or building and loan. (5) Many insurance companies will take the money on deposit and guarantee the principal a certain amount of interest, paying anything above that that they might make. (6) A combination of two or more of these different methods.

The wisest approach is to design your plan first. Then analyze it to determine which method best meets your needs.

6. Suppose an employee quits, or is fired. What do we do about his pension money?

First, recognize that it is often impossible to determine whether a man quit the day before he was fired, or the other way around. Just call it "termination of employment."

Here, again, you have three choices. (1) Give him all the money that is credited to him. But watch out! Some persons will leave simply to get this money. (2) Give him nothing. (Unless he has been contributing a share of the cost. This must be refunded.) You find such a provision in many older plans, and it has caused a lot of dissension. Employees fear — and it has happened — that the company will fire them at age 63 or 64 and owe them nothing. (3) Have a certain percentage — usually 5 percent for each year a person is in the plan — "vested" to the employee. Thus, a man who terminates after 10 years in the plan receives 50 percent of the amount deposited. This is a typical formula found in newer plans.

7. Can we do anything to improve a plan we have?

This is a question I'm asked more and more frequently. Firms that installed plans only three or four years ago are becoming aware of the many advancements made recently in pension benefits. They wonder if they aren't limping along with a Model T when, for the same money, they could be enjoying a Cadillac.

First, it certainly is an excellent idea to have your plan reviewed regularly — say, every two years. It's the only way to discover where you stand in relation to competitors who have newer plans.

Second, it is almost always possible to up-date older plans without any real increase in cost. Your cost could actually go down!

At the very least, a regular review will give you the opportunity to decide whether the plan is still on target with your current objectives. For example, you may feel now that the benefits provided for key people are not quite what they should be. By simply changing your benefit formula, to take advantage of new Internal Revenue rulings, you may be able to increase the pensions for executives without actually increasing your annual cost.

Finally, let me offer one more suggestion — if you do install a plan, or improve an old one — make certain that you go "all out" to sell it to the employees it benefits. The more effort you put into this, the more your firm will realize in greater effort and morale. Unless your people understand and appreciate what you are doing for them, you can't realize the fullest return from your investment.

If you have a particular question or problem which I have not covered in this series of articles, I apologize. In fact, I'll do more than that. If you will simply write me, in care of this publication, I'll do my best to give you a prompt, clear-cut answer, under no obligation to you, of course. □□

Replica of old-time retail laundry shop from New York's gaslight era houses interesting exhibit of Consolidated Laundries in recently opened East Coast entertainment center

Laundry exhibit stars at



by JERRY WHITMAN



IT SEEMS FITTING that one of the largest laundries in the world should be represented with an exhibit at the largest recreation park in the world. Consolidated's contribution to entertainment and education is a replica of an old-time retail laundry shop in the "Little Old New York" area of Freedomland, U. S. A., the Bronx's answer to Disneyland.

The vintage laundry shop, housed in an excellent location just beyond the Freedomland entrance gates, is said to be an accurate reproduction of its type of retail establishment common to New York in the gaslight and stovepipe-hat era. The shop is situated in a 19 by 25-foot red brick building and has drawn much comment and interest from visitors to the recently opened park.

The interior of the building contains authentic furnishings of the period, including a mannikin in the window dressed in an old-fashioned gown, an antique cash register and a pot-bellied stove. Included in the shop interior are a wrapping counter illuminated by hanging green-shaded lamps, shelves of laundry bundles, wicker laundry

baskets, vintage hand irons, antique chairs, and old-fashioned prints and advertisements adorning the walls. Oldsters viewing the interior of the shop have also admired the handsome and nostalgic striped-fabric wall coverings.

"BABY SERVICE" FEATURED

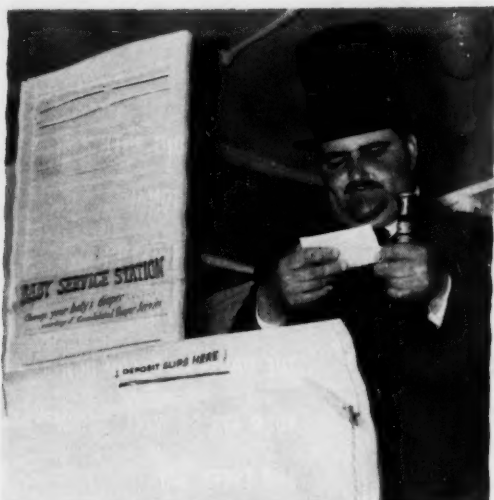
In addition, several weeks after the official opening, the shop installed a "Baby Service Station" where Freedomland visitors can diaper their babies. On hand for this purpose are free diapers, baby oil, powder, diaper pins, a receptacle for discarded diapers, and all the paraphernalia necessary to do the job. A screened-off area with padded counters at the rear of the shop has been provided for this public service. A sign prominently placed in the front window of the shop announces this service. Some 60 to 100 free diapers are given away each day.

Although the building possesses a second floor, this area is merely a "false top" added on to complete the building architecturally as an exact copy of a structure of that period.

Helping to attract visitors to the shop is the opportunity to win a weekly prize of one week's free laundry, drycleaning or diaper service from Consolidated. All week long visitors are invited to fill out a coupon indicating which of the services interests them, together with their names, addresses and phone numbers. The numbered stub is retained by the visitor and the coupon is dropped into an old-fashioned drum-type ballot box. Although the drawings are open only to those who live within 50 miles of Freedomland—roughly equivalent to the area serviced by Consolidated—entries have been found from residents of Texas, California and other states. If the visitor filling out the entry expresses an interest in diaper service, space is provided to record when the baby is expected or was born.

DRAWINGS ATTRACT CROWD

Our visit to the Consolidated laundry shop fortunately coincided with the prize drawing for that particular week and we were treated to the spectacle of several of the bands that



Winning entries are pulled out of a ballot box by the acting Mayor of Freedomland



Baby Service Station is popular spot at rear of laundry shop where visitors receive free diapers and other necessary supplies

room around Freedomland congregating in front of the shop to stimulate passersby interest. The drawings themselves were under the direction of the "Mayor" of Freedomland.

The number of entries accumulated for that week totaled 776 and, of these, 95 expressed interest a week's free diaper service, 298 wanted laundry and 383 plumped for drycleaning service. Following the drawings, all slips are immediately turned in to the sales managers of the respective divisions and the names are soon followed up for personal solicitation by the route salesmen.

In addition to exhibiting at Freedomland, Consolidated has the exclusive franchise for servicing all uniforms, costumes and linens used at the park. A special depot on the grounds

has been erected for handling the work. The laundry has established regular pickup-and-delivery schedules for processing the garments of all personnel at Freedomland, in addition to the towels and linens from nine restaurants on the site. The drycleaning load itself involves 36 different types of uniforms and costumes for a total of approximately 3,000 pieces. Two special panel trucks have been assigned by Consolidated for this purpose and these are appropriately lettered "Serving Freedomland."

Everything seems to be going well, but the Consolidated people are worried about one thing—that a stiff breeze doesn't one day carry part of the Chicago fire staged every half-hour at the nearby Old Chicago area and burn down their exhibit. □□

Future PR Flying Squad presentations

September 16

New York State Launderers & Cleaners Association
Schroon Lake, N. Y.—Scaroon Manor

October 5-7

Council of Laundry Association Executives
St. Louis, Mo.—Bel Air Motel

October 11

New Jersey Laundry & Cleaning Institute
Jamesburg, N. J.—Forsgate Country Club

October 13-14

Young Men's Conference
Washington, D. C.

October 19

Massachusetts Laundryowners' Association
Boston—Statler Hilton

October 21

Pennsylvania Laundryowners' Association
Pocono Manor, Pa. — Pocono Manor Inn

October 28

California Landry & Linen Supply
Las Vegas, Nev.

December 3-4

Mississippi Laundry and Cleaning Association
Biloxi—Edgewater Hotel

Tentative

Indiana Launderers & Cleaners Association
Virginia, Maryland & District of Columbia Laundryowners

association ACTIVITIES

Supervisory Training Clinics

The Linen Supply Association of America will hold Supervisory Training Clinics this fall in New York City, Chicago and Los Angeles. The meetings will be held in New York at the Park Sheraton Hotel from October 20-22, in Chicago at the Sheraton Towers Hotel, November 4-6, and in Los Angeles at the Biltmore Hotel from November 17-19. Arthur F. Maslow, chairman of the LSAA Production Problems Committee, and Peter V. Pano, LSAA management and production engineer, will direct the clinics.

Joint Florida NID Clinics

The Florida Institute of Laundering and Cleaning will hold week-end clinics on October 8 and 9 at the George Washington Hotel in Jacksonville and on October 15 and 16 at the Desert Ranch Motel on St. Petersburg Beach. Three members of the technical and management staff of the National Institute of Drycleaning will be on hand to lead discussions and answer questions.

Regional Diapermen To Hold Joint Meeting

The Southeast and South Central Regions will hold a joint Diaper Service Industry Association meeting in Memphis, Tenn., on September 24-25. The meeting will be held at the Peabody Hotel. Regional chairman for this meeting is Jack Scharff of the Model Diaper Service in Memphis.

LSAA Executive Management Institute

The Executive Management Institute of the Linen Supply Association of America will be held October 30-November 5 at Lake Arrowhead, Calif.

The institute will be conducted by the University Extension of the University of California at Los Angeles. It will cover management and leadership, finance, marketing, labor relations and the state of the American economy. The attending group will be limited to 50 persons who will assemble in Anaheim, Calif., October 29.

Continued on page 55



WE GLADLY JOIN WITH
ALL PROFESSIONAL
LAUNDRIES IN PAYING
TRIBUTE TO YOU,
THE HOUSEWIFE, FOR DOING
YOUR JOB SO WELL, TODAY
AND EVERY DAY

Salute to the Housewife WEEK

Central theme of the promotion is a picture of an ideal homemaker crowned with a tiara to indicate the regard laundrymen have for their best customer

"Salute to the Housewife Week" scheduled for November 13-19

The professional laundry industry's second annual "Salute to the Housewife Week" is scheduled this year for November 13-19.

The purpose of the week is to build prestige for the professional laundry by placing the spotlight on the nation's homemakers. The feminine aspect is in line with the industry's campaign to present itself as an understanding friend and ally of the housewife.

With a color scheme of coral, white and ivory, the promotion pieces include a bundle insert, two newspaper ads, a truck poster, window banner and publicity releases.

Special features of this year's "week" include gift handkerchiefs for distribution to customers and an "Ideal Housewife Contest." The contest is based upon the sentence: "I think the lady of our house is the ideal housewife because . . ." The winner may be any relative who does the best job of completing the sentence in 50 words or less.

Laundrymen who conduct the contest can do it simply by running a newspaper ad specially prepared for this purpose. Copy will also be furnished for a suggested bundle insert, along with radio spots and three press releases to keep the public informed on the progress of the contest.

For greater impact, joint participation by laundries in the same cities is highly recommended to promote "Salute to the Housewife Week." Through such combined efforts in utilizing newspaper ads, window poster and other materials, a greater impression will be made upon members of the community.

Laundrymen are urged to distribute the posters to other businesses in their area as well.

Orders for promotional materials may be placed directly with the Sales and Advertising Department of American Institute of Laundering in Joliet, Illinois. Deadline for orders is September 30.

Young Men's Conference Scheduled for October in Washington

The Willard Hotel in Washington, D. C., has been picked as the site of the 11th annual Young Men's Conference, to be held on October 13-14.

The "under forty" conference is open to young men and women in the laundry and allied trades fields. Speakers also come from this age group. The conferences give the young leaders an opportunity to tell their success stories, trade ideas, and discuss new methods of handling their business and getting new volume.

Topics for this year's program include quality control, punched tape accounting, cost reduction in the power plant, and package plants. Speakers will be William

McBrien, Holland Laundry, Philadelphia; David D. Conners, CPA, John Carruthers and Company, Boston; N. H. Hansen, Suds Soft Water Laundry Company, Elgin, Ill.; Manuel Averbuch, Hampton and Davis Cleaners, St. Louis.

The all-important future customer, the teen-ager, and how to develop this potential market will be discussed by Kenneth E. Duncan of New Castle Laundry and Dry Cleaners in New Castle, Ind. Mr. Duncan was featured in The LAUNDRY JOURNAL Guidebook last year.

An additional highlight of the two-day conclave will be a session devoted to the national public relations program titled "PR for PL—Today and Tomorrow."

American Institute of Laundering's 11th Annual Young Men's Conference Program Tentative Schedule

THURSDAY, OCTOBER 13

8:30 Registration
to Advance registrants may call for badges and tickets at the Registration Desk before 10:00 a.m.

10:00 a.m. Opening Session
Cecil H. Lanham, Director of Research and Education, AIL, presiding.
"Fuel Economies and Air Conditioning for Laundries," H. N. W. Hansen, Suds Laundry & Cleaners, Elgin, Illinois.
"Bookkeeping by Automation," David D. Conners, CPA, John Carruthers & Company, Boston, Massachusetts.
Question and Answer Period.

Solution Session

Audience participation, through small groups, to explore opinions about today's management subjects and problems. Topics of session will be discussed in detail at the Solution Sessions to follow.

12:30 p.m. Luncheon Meeting
Wilmer H. Balderson, Executive Vice-President, The Laundry-Dry Cleaning Association of the District of Columbia, presiding.
"Management Myopia," George Isaacson, General Manager, AIL.

2:00 p.m. Management Session
Elmer Strandberg, Assistant Director of Research and Education, AIL, presiding.
"Package Laundry Plants," Manuel Averbuch, Hampton Cleaners-Laundry, St. Louis, Missouri.
"Tighten Your Belt," W. Austin Lane, Lane's, Greensboro, North Carolina.

Question and Answer Period.

Solution Session

6:00 p.m. Reception
7:00 p.m. BANQUET

Arthur E. Gelnow, Westwood Launderers-Cleaners, Inc., Westwood, New Jersey, AIL Director of District II, presiding.
"Washington Kaleidoscope," Harold K. Howe, AIL Washington Office.

FRIDAY, OCTOBER 14

9:30 a.m. Management Session
George Isaacson, General Manager, AIL, presiding.
"The Young Man in Management," Sam R. Bunn, Griffin Laundry, Inc., Griffin, Georgia.
"Quality Control," William McBrien, Holland Laundry, Inc., Philadelphia, Pennsylvania.
Coffee Break.
"The Teen-Age Market," Kenneth Duncan, New Castle Laundry-Cleaners, New Castle, Indiana.

Solution Session

12:30 p.m. Luncheon Meeting
R. H. Pledger, The Manhattan Laundry, Washington, D. C., president of The Laundry-Dry Cleaning Association of the District of Columbia, presiding.
"Return to Selling," Richard V. Anderson, Wyandotte Chemicals Corporation, Wyandotte, Michigan.

Closing Session

"PR for PL—Today and Tomorrow," Anne Sterling, National Home Counselor, AIL.
Question and Answer Period.

How to prevent backflow

THE LAUNDRY with its liberal use of many washers has produced some special engineering problems all its own. Long runs of piping, surging hot water demands, sewage line difficulties are the major problems, and their cause in most cases is plumbing failures.

One failure we have heard of lately is what the plumbers call "backflow." In this instance the discharge from washing machines was being siphoned back into the water supply lines. Fortunately, there are ways and means of avoiding this trouble.

Almost every town has its plumbing code and its local inspector to interpret and pass on this code. Usually the inspector will catch the obvious failures. But much of the checking you can do yourself.

Almost every code is framed around the national plumbing code.* This code is the pooled thinking of the

*American Standard National Plumbing Code (ASA A40.8-1955) available from the American Society of Mechanical Engineers, 29 W. 39th St., New York 16, at \$3.50 per copy.

by JOSEPH C. McCABE

American Public Health Association, the national societies of mechanical and also sanitary engineers, the National Association of Plumbing Contractors, and its principle is to avoid health violations primarily, and physical safety secondarily. By following its provisions any plant will pretty largely solve its plumbing problems.

Here is how the code spells out backflow prevention. First it lays down the cardinal rule:

"Backflow connections shall not be permitted between the piping system carrying city water and any piping system or plumbing equipment carrying a water-borne waste."

Second, the code states "it recognizes fully that the safest way to prevent backflow is by providing a safe air gap. It realizes this is not always possible, hence the need for the use of recommended types of backflow preventers."

The simplest possible arrangement for delivering water to where you plan

to use it is the faucet. It has its discharge point set well above the tank. This distance "A," as Fig. 1 shows, is the clear air space or gap between the top of a sink and the water faucet. Obviously, with such an arrangement there is no danger of any water being sucked back from the sink into the water supply line.

You will note that we show two units, one where the faucet stands free, and a second unit where the water connection comes through a side wall (Fig. 2). This second arrangement should have the water outlet stick out far enough from the wall, the distance "C" in the sketch, to a specified "three times the diameter of the effective opening in the water outlet." This distance the code makers felt vital to duplicate free standing conditions.

For the usual laundry plant, however, and especially with a washing machine, the water outlet is inside the tank area. The code specifies "for those cases wherein it is not practical to provide a minimum required air gap above the flood-level rim (top

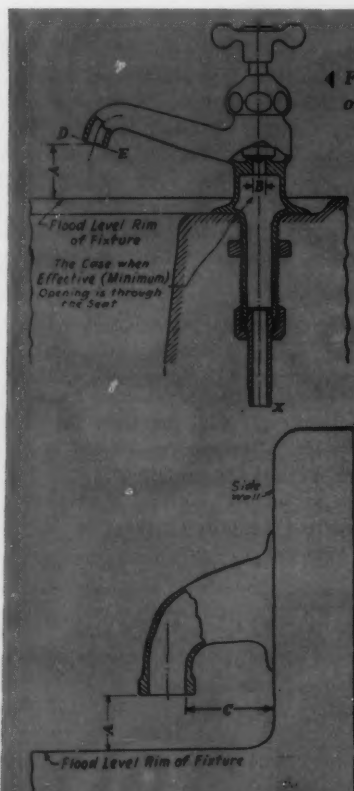


Fig. 1. Example of air gap and effective opening

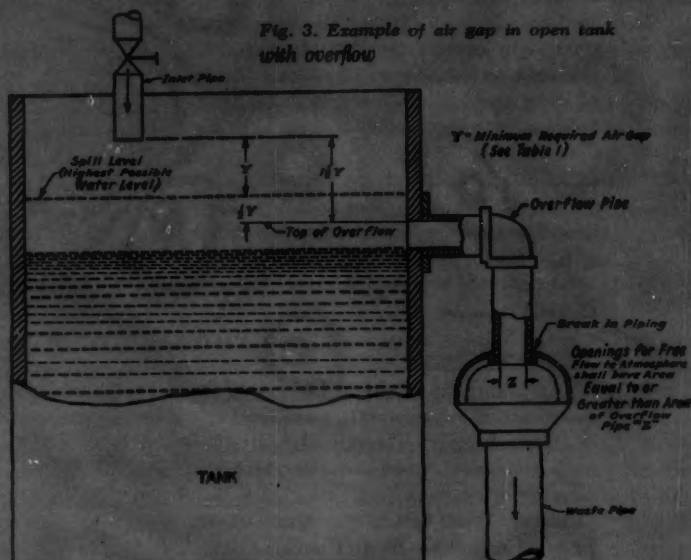


Fig. 3. Example of air gap in open tank with overflow

Fig. 2. Example of near wall influence on air gap

edge) of a tank or vat the following is suggested as a substitute procedure, although not comparable in safety with the positive separation of a proper air gap above the flood-level rim.

"(a) An overflow pipe or channel shall be so arranged as to allow overflow water a free discharge to atmosphere under all conditions, overflow piping to be provided with an adequate break in the piping as close to the tank as possible, and the area of the free opening shall be at least equal to that of the overflow pipe. (See Fig. 3.) Tank and overflow piping must be protected against freezing.

"(b) When water is entering the tank at the maximum rate with all inlets open and all outlets closed, the size and capacity of overflow pipe or channel shall be sufficient to keep the water level from rising to more than half of the minimum required air gap, said distance to be measured above the top of the overflow.

"(c) The minimum air gap, as measured from the lowest point of any supply outlet to the top of the overflow opening, shall be one-and-one-half ($1\frac{1}{2}$) times the minimum air gap. (See Fig. 3.)

"(d) If, however, a tank or vat cannot be provided with an adequate air gap as specified, a backflow (backsiphonage) preventer is required."

The condition that created a backflow problem in one coin-op was that

a battery of washers had been set up off the floor and the inlet water piped up to it. No overflow piping was provided. In the course of the washing action the washing water was churned up and placed under enough additional pressure to push open the supply valve and force its way into the supply piping. This happened enough so that it not only ruined subsequent washings but actually affected the fresh water supply in the neighborhood.

BACKFLOW PREVENTER

A backflow preventer, sometimes called a vacuum breaker, is a device that is put into a water supply line to make such a backflow impossible. It is the only answer to a condition such as we just described. Many manufacturers have them in their new machines.

The device itself (Fig. 4), screws on the water supply outlet. It is, in its simplest form, a special pipe coupling with an air inlet that allows any back-up water in the tank or washer to spill out the sides of the preventer and thereby prevent its movement back into the water supply line.

This gadget is always connected on the tank side of the water supply valve so it is never under pressure except when the water is flowing through it to fill the tank or washer. Furthermore, the preventer may be made part and parcel of the control valve as long as

it meets the other requirements, especially as to critical level.

Critical level is defined as the level to which a preventer can be immersed in water before backflow begins. The manufacturer of the preventer is required to test each and every unit in an open tank to determine the exact point of the critical level. Then the

letters C-L or \bar{L} are stamped on the preventer. The horizontal line in this stamping is the line marking the critical level. The preventer then is installed in the equipment (Fig. 5), to a point never less than 4 inches above the flood line.

Other backflow preventers have moving parts. These include a disc or other movable unit normally in a position to prevent the force of the vacuum in the water supply line from acting on the contents of the washing machine or other fixtures which it supplies, when the water is not flowing from the control valve. Under this condition the air ports must be open fully. When water flows, the disc unit must be moved by the water and close the air ports so as to prevent water leakage due to back pressure from the fixture. The disc must return to its normal position without help from spring or other flexible or elastic materials as soon as water stops flowing. It must complete a cycle of these movements each time the control valve is opened and closed. □□

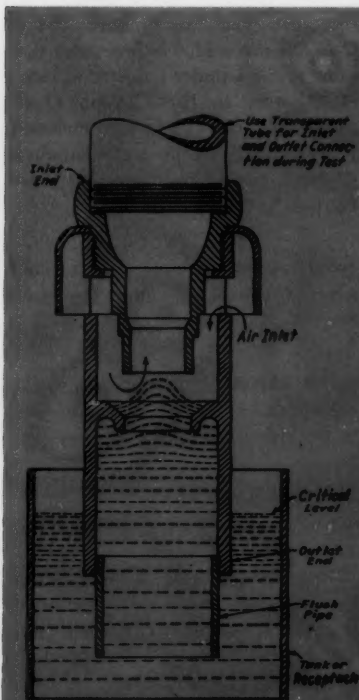


Fig. 4. One example of type B backflow preventer illustrating the general arrangement of the parts

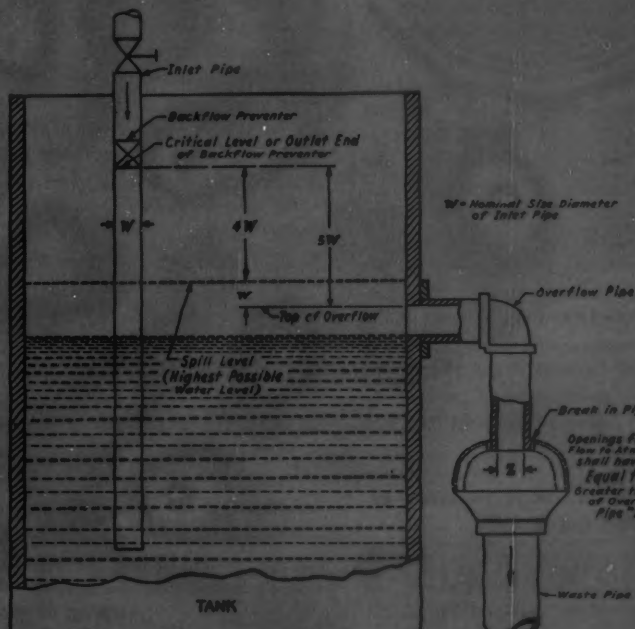


Fig. 5. Example of backflow preventer in open tank with overflow

A five-point program for reducing claims in chain-store operations

IT MAY ONLY BE coincidence but it's interesting to note that the most profitable laundries in the country usually have the lowest claim adjustment costs. [See the American Institute of Laundering's Operating Cost Percentage Reports.]

Claim costs seem to rise as volume increases, so that larger companies pay out more—both dollar and percentage-wise—than smaller companies.

There are several reasons for this. In the first place, a large company is expected to be more liberal and generous so that customers may be more inclined to file claims. Second, its employees may not understand the difference between legitimate and excessive claims and the relation to company profits.

The Morey LaRue Company of Elizabeth, New Jersey, which ranks among the top 10 laundry and dry-cleaning plants in the world, has long realized and fought the cancerous effect that excessive claims can have on an organization's profits.

The management's policy is to include *everyone* in its employ in an over-all program to reduce unnecessary claims.

The most recent step taken was the preparation of a bulletin on claims reduction which was directed at the sales personnel in its 25 stores.

According to Morey LaRue's store sales manager, Richard R. Gallagher, the bulletin proved so useful it has since been incorporated in the company's Store Operating Manual. If the five points suggested are followed implicitly, he believes it can reduce the company's claims over 25 percent.

Morey LaRue's five-point program is outlined as follows:

1. TRY TO ANTICIPATE PROBLEMS BEFORE THEY OCCUR

The reduction of claims is not a job for our Claims Department alone. You can help reduce claims right at the

counter in your store by taking a few simple precautions.

- *Inspect* all items carefully as they come in.

- *Look* for rips, tears, burns, split seams, worn, frayed and faded areas, etc. Assure the customer that we'll give her clothing and linen the best care and handling. But not to expect the laundering or cleaning process to replace color loss or to strengthen worn thin areas, etc.

- *Note* "holes" or "perspiration stains" or "wear marks" or "heavy stains" or anything else which might cause difficulty, on the ticket.

Many claims can be prevented before they start by alert salesladies who anticipate problems before they occur.

2. WATCH FOR MISDIRECTED PACKAGES

Inspect your store premises for items and orders which belong in other stores.

- If you are free while the driver is delivering packages to your store, look to see that *only* packages which belong in your store are left there. Any error caught at this stage rarely results in customer dissatisfaction.

- If you cannot do this, then watch for "strays" as you file the work away.

- Once a week, during a slow period, look over every item in your store to make sure you have only what belongs there.

A gross waste of money and unnecessary customer dissatisfaction can be avoided by frequent, accurate inspection of your store premises for items which belong elsewhere.

3. DO NOT FILE A CLAIM IF DOUBT OF LOSS EXISTS

There are times when a customer assumes that one of her items is missing because she found one in her bundle that didn't belong to her. But it doesn't follow that she is really miss-

Continued on page 52

THE button trap

SOUR NOTE: A college band made the textile notes recently with the purchase of a hundred white rubber raincoats—that couldn't be worn in the rain. It turned out their green corduroy collars weren't colorfast.

WALLA WALLA: The world's largest carpet covers more than two acres and is located at New York's Coliseum.

FOUL BALL: In Newark, New Jersey, city fathers were just about ready to bestow the title of "meanest thief of the year" on the culprit who made off with 150 Little League baseball uniforms when someone discovered the "stolen" goods had gone to the "wrong" laundry.

BE SOCIABLE: Down in Texas a sign in a self-service laundry urges customers to "Please remove your clothes after you have finished your laundry."

FINE LINE: The San Francisco *News-Call Bulletin* added a few more divisions to the laundry industry in listing contributors to the Chilean Quake Fund. The new categories included: French laundries, Japanese laundries, Chinese steam laundries, Rag and Curtain laundries.

CLOSE HARMONY: Among the business establishments on London's Beethoven Street is the Sonata Laundry.

BETTER BATTER: A helpful homemaker passed along this friendly information to a home laundry equipment manufacturer—she found her drier useful in kneading bread dough.

COME AGAIN: A newspaper columnist reports that in the U. S. Patent Office, ball point pens are classified as "brushing and scrubbing instruments" since they were originally developed for marking wet laundry.

Half Price!

~~\$3⁹⁵~~ Heavy Duty
Dispenser only \$1⁹⁸

Husky C-23 Dispenser is built for a lifetime of heavy duty service. Sturdy all-metal shell is weighted, has non-slip base to let you pull and cut tape with one hand. Each deal includes 12 rolls $\frac{1}{2}$ " x 2592" tape at quantity price, plus C-23 Dispenser. The more you buy, the more you save! Ask your tape supplier for Deal "HD" . . .

Save \$1⁹⁷ Offer expires
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when you buy 12 rolls of
SCOTCH BRAND
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"SCOTCH" IS A REGISTERED TRADEMARK
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... WHERE RESEARCH IS THE KEY TO TOMORROW



Last year, traffic accidents killed 37,000, injured 1,400,000

...and they wasted Five Billion Dollars!

Traffic accidents' human toll is so tragic we sometimes overlook their staggering economic waste. Five Billion Dollars in lost wages, medical expenses, insurance costs and property damage! Your business—every business—shares in this loss. So you have a double interest in helping reduce traffic accidents. And you can help! Drive safely and obey the law yourself . . . certainly. But go further. Use your influence to promote safe driving and urge strict law enforcement. To make your efforts more effective, join with others working actively to reduce traffic hazards in your community. Support your local Safety Council!



Where traffic laws are strictly enforced, deaths go DOWN!

Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.

Can you
"collar"
this man?



How well you do this man's collar—and his entire shirt—may well determine if you can "collar" him as a permanent customer. Men on the go in business today realize it takes a well laundered shirt to add the final touch to a well groomed look. That's why so many professional laundries and cleaners are putting their reliance in Huron wheat starches—either Instant Starch or Velvet Rainbow®

to assure top-quality results.

The same high quality standards you expect from Velvet Rainbow are also available in Huron Instant Starch, a product that requires no mixing because it is added directly to the wheel in powdered form. **H.I.S.**® or **Velvet Rainbow**—specify either of these fine Huron wheat starches and you're specifying the best.

The name of your nearest distributor of economical Huron® commercial starches is available from Hercules.



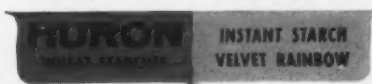
Huron Milling Division, Virginia Cellulose Department

HERCULES POWDER COMPANY

INCORPORATED

Hercules Tower, 910 Market Street, Wilmington 99, Del.

VH60-6



Have you made up your mind about coin-op drycleaning?

Before you do, read what industry leaders have to say . . .

MANY LAUNDRYMEN, still rankling over the fact that outside investors stole a march on them in the coin-op laundry field, are planning to get on the bandwagon of coin-op drycleaning. Still others are seriously considering a "clean only" service using their present equipment.

CONFERENCE CALLED

Before taking any action, these plantowners should study carefully the findings of a special meeting recently held in New York City. To clear the air, to avoid panic, our sister publication, *The National Cleaner*, called leaders together from all facets of the industry.

These included jobbers, manufacturers of equipment and supplies, plantowners and association secretaries. Nine out of ten of the invited guests showed up, indicating the great concern of everyone in the field over this new development.

They came from as far away as Oklahoma, Nebraska, Iowa; from the Southeast and New England. The day-long affair was devoted to a frank and open discussion of the pros and cons of coin-op and clean-only service.

COIN-OP ADVOCATE

One guest found himself the center of attention. He was John M. Crouse, general manager of the commercial laundry and drycleaning division of

the Whirlpool Corporation. This leading manufacturer of appliances has been researching coin-op drycleaning for more than two years.

Mr. Crouse said that his firm originally intended to make a home drycleaning machine, but that it became too complicated a device to be built at a price that would attract sufficient buyers. Hence, the switch to the coin-op idea, since their market research indicated a strong potential in this area.

At the time of the meeting, Whirlpool had been field-testing pilot models at the plant of Barlow Laundry & Cleaners in St. Joseph, Michigan. These tests started around the first of the year.

Mr. Crouse stated that customer reaction to the machines has been amazingly good. People have been observed using these machines even in the wee small hours of the morning. This equipment is doing an excellent, wrinkle-free job, according to Mr. Crouse.

If tests at the Barlow plant and other locations around the country prove satisfactory, the machines will be marketed to professional laundrymen and cleaners. His firm feels the pros can do a better job. He believed this new development would open up a new market, without hurting present volume.

At the Barlow plant the coin-op unit gets hunting, fishing and work clothes. Only work that requires little or no finishing, such as snowsuits, will make up this new market.

THE OTHER SIDE

• Frank Pollatsek of the Neighborhood Cleaners Association (New York) reminded those present that market research is not necessarily irrefutable. Big corporations can make mistakes, too, as in the case of the ill-fated Edsel automobile.

He said that potential sales of coin-op machines do not necessarily coincide with progress as far as *quality cleaning* is concerned. Plantowners should take a long look before leaping into coin-op cleaning.

• Another comment on the con side was raised by a plantowner who stated that even the professional cleaner has trouble handling so called miracle fibers. The problems involve not only cleaning, but spotting and finishing as well, and he feels homemakers using the coin-op machine would suffer.

• Les Francis of the Sanitone Division, Emery Industries, gave the group something to think about. He said we haven't even come close to selling regular drycleaning yet. It is the duty of all suppliers, jobbers and manufacturers to persuade plants to turn out top *quality work*. This is the best insurance against loss of present volume.

Many men present pointed out that in the absence of any actual cost figures, it is too soon to evaluate the situation. Plantowners should use great caution and find out the facts before making any major investments.

• Another man said that coin-op laundries brought a lot of business out of the home and that total laundry volume is up as a result. He foresaw that coin-op cleaning will have the same effect, without reducing current cleaning sales very much.

• Dr. Samuel Machlis of Stamford Chemical said that in the past few years the cleaning industry has stabilized itself economically. More *know-how* and *better equipment* enabled plants to turn out better work at less cost.

Plantowners are in a better position to cope with coin-op cleaning than they might have been several years ago. If they hold the line, and do not resort to price cutting in panic, they will come out all right.

• Harry Richardson of F. H. Ross & Co. joined the other distributors present in advising a calm approach to the new development which will be here soon. Like many others, he said that *good quality* plants have little to fear.

CLEAN-ONLY NO CURE

While a few advocated clean-only as a possible solution, the majority of those present voted against this idea. Some case histories were cited where plants had tried this, but had only fair success. There didn't seem to be enough of the secondary garments brought in to make this pay off.

Charles Wheeler of Diamond Alkali Company summed up the meeting with this sound advice. He said that while the plantowner is "watching and waiting" to see how coin-op cleaning goes, he should rebuild his fences with good quality, improved customer relations and better store appearance. If he does these things, then he can weather the storm when it comes, no matter which way he then decides to go. □□



Why are we selling shirts?

Ask:

Norwood Laundry, Brooklyn • Amiot Cleaners & Dyers, Wyandotte, Mich. • Ajax Laundry, Philadelphia • Adelphi Drive-in Cleaners, Garden City South, L. I. • Bornot Cleaners, Philadelphia • Blue Point Laundry, Patchogue, N. Y. • Berkshire Cleaners, Pittsfield, Mass. • Austin Laundry, Austin, Tex. • Brunswick Laundry, Jersey City • Cadet Cleaners, Buffalo • Callander Cleaning, Newark, Ohio • Capitol Dry Cleaners, Syracuse, N. Y. • Cascade Laundry, Woodbury, N. J. • Cascade Laundry & Cleaners, Bellingham, Wash. • Cascade Laundry, Denver • Clatterbuck Cleaners, San Angelo, Tex. • Colonial Launderers, Pawtucket, R. I. • Coronis Cleaners, Nashua, N. H. • Crescent Launderers, Davenport, Iowa • Crescent Puritan Laundry, Rochester, N. Y. • Crystal Laundry & Cleaners, Manchester, N. H. • Dwyer's One Stop Cleaners, Cohasset, Mass. • Loutitt Laundry, Providence, R. I. • Elite Laundry, Baltimore • Elite Laundry, D. C. • Excelsior Leader Laundry, St. Louis • W. B. Fishburn Cleaners, Fort Worth • Freeman Cleaners, Wakefield, Mass. • Fulton Laundry, Baltimore • Hamilton Laundry, Rahway, N. J. • Hayes-Barton Laundry, Raleigh, N. C. • Holland Laundry, Philadelphia • Holliday Laundry & Cleaning, Dallas • Hollywood Laundry, San Diego • Home Laundry, Baltimore • Ideal Laundry, Denver • Imperial Cleaners, Meridian, Miss. • Kesterson Laundry, Parkersburg, W. Va. • Little Falls Laundry, Little Falls, N. J. • Lord Baltimore Laundry, Baltimore • Mar-Sher Ltd., Paterson, N. J. • Maurice Cleaners & Laundry, Galveston • Mayflower Laundry, Hartford, Conn. • Meter Cleaners, Muskegan, Mich. • Monarch Laundry, Houston • Monticello Cleaners, Arlington, Va. • Morey LaRue Laundry, Elizabeth, N. J. • New England Laundry, Hartford, Conn. • New Method Cleaners & Laundry, Laramie, Wyo. • New York Laundry, Jacksonville, Fla. • Northington Laundry, Tuscaloosa, Ala. • Ollie Dollie Cleaners, Waukesha, Wisc. • Parisien Cleaners, Lynn, Mass. • Peachtree Laundry & Cleaners, Atlanta, Ga. • Peerless Laundry, Tacoma • Perth Dye Works, Winnipeg, Manitoba, Canada • Quality Laundry, Auburn, Ala. • Quality Service Laundry, Madison, Wisc. • Richeys Laundry, Milford, Conn. • Rocky Mount Laundry & Dry Cleaning, Rocky Mount, N. C. • Royal Laundry & Cleaning, Richmond, Va. • Salem Laundry, Salem, Mass. • Schait & Son, Upper Montclair, N. J. • Shea, Inc. of Cambridge, Cambridge, Mass. • Sno-White Cleaners, Albany, Ga. • Sno-White Laundry & Cleaners, Colorado Springs • Snow-White Laundry, San Antonio • Sno-White Launderers, Charlotte, N. C. • Spic & Span Cleaners, Raleigh, N. C. • Stapleton Service Laundry, Staten Island • State Cleaners, Baton Rouge • State Laundry, Hempstead, N. Y. • Sunshine Laundry, Oklahoma City • Superior Laundry, Kansas City, Mo. • Taylor Laundry & Dry Cleaning, Columbia, Tenn. • Tennyson Cleaners, Walnut Creek, Calif. • Trojan Laundry & Cleaners, Ypsilanti, Mich. • Union Imperial Laundry, Newark, N. J. • United Service Stores, Poughkeepsie, N. Y. • University Laundry, Princeton, N. J. • Wabasha Cleaning Works, Wabasha, Minn. • Eustis Laundry, Eustis, Fla. • Wilke Laundry, Albany, N. Y. • Youngs Dry Cleaners, Winston Salem • Block System, Inc., Madison, Wisc. • Blakeley Laundry, Trenton, N. J. • Anton's Cleaners, Andover, Mass. • Alexandria Steam Laundry, Alexandria, La. • AAA Laundry & Linen, Kansas City, Mo. • Cedar Cleaners, Newington, Conn. • Chase Laundry, Hyannis, Mass. • City Laundry & Dry Cleaners, Troy, N. C. • City-Peerless Laundry, Yakima • Cleanerama, Roosevelt, N. Y. • Coppage Cleaners, Crawfordsville, Ind. • Cothorn Cleaners, Las Cruces, N. Mex. • Craft Cleaners, Lexington,

or write us...

REGISTERED SHIRT LAUNDRY ASSOC., INC.
38 East 57th St. • New York 22, N. Y.

Gentlemen:

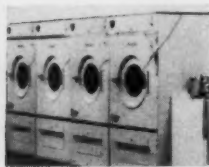
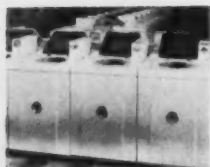
Why are so many laundries now selling Registered Shirts? Please send us the name of the franchised Registered Shirt Dealer Laundry nearest us — so we can see how selling the Laundry Industry's own shirt pays off in our locality.

Name _____
Laundry _____
Street & No. _____
City _____ State _____



REGISTERED
REGISTERED SHIRT LAUNDRY ASSOCIATION, INC.

New Markets



... Now it's



coin-operated IRONING

The missing link in the complete self-service laundry operations

UP TO THIS TIME the coin-operated laundry has automated only two-thirds of the homemaker's fabric maintenance functions—those of washing and drying. But the most tedious and despised task—namely, ironing—still had to be done by hand in the home.

Now along comes a manufacturer who believes he has found the answer for a *completely* automatic service. The missing link, in this case, is a coin-operated ironer.

The ironer in question was originally developed for home use. It consists of a padded roll and a "shoe" or polished plate mounted on a low table. The operator sits in front of the unit and controls the roll action with two knee levers while feeding the work in with her hands. The commercial version has been modified to include a coin meter which allows the patron 30 minutes ironing time for 25 cents.

The advertised advantages are that it will iron three times faster with only a fraction of the effort required in hand ironing.

FRANCHISE PLAN OFFERED

These ironers are now being made available to selected coin laundryowners through the manufacturer on a guaranteed franchise plan. Guaranteed because the company is said to be the only exclusive manufacturer of automatic ironers and can control their placement.

Who's eligible: Here's the plan as it was explained to us:

The manufacturer is only interested in doing business with the best plants in a particular marketing area. (The tentative goal is to franchise about 40 percent of the nation's coin-ops which now number over 20,000 outlets.)

The coin-ops will be surveyed by the company's field representatives. Each will be rated for appearance, location, size, consumer popularity, etc. If it narrows down to two plants in an area, only one will be franchised.

In Toledo, Ohio, for example, some 22 of the city's 55-odd coin-ops were considered franchise-able. Their owners have been notified and invited to join the program.

Minimum requirements: For his part, the participant must agree to buy a minimum of four automated ironers. Each ironer requires 12 square feet of floor space; placed back to back, 24 square feet.

Participation costs: The price of each unit is \$365. The total cost for four ironers is \$1,460, delivered freight prepaid with an allowance of up to \$25 for installation charges to be paid by the manufacturer.

Installation details: Installation requires only that the units be bolted to the floor and regular current (115 v. 60 cycles) floor or wall plugs be available. The units are completely approved by Underwriters Laboratories.

Each ironer is provided with a metal chair which is also bolted to the floor in such a way as to permit the customer to slide the chair back and forth to suit her comfort.

Financing arrangements: A financing program is also available to qualified coin-operators based on liberal terms and a minimum down payment of \$190. (Receipts of \$1.75 a day are said to be sufficient to cover the monthly payments.)

Overhead costs: The only overhead, according to the manufacturer, is electricity costs and replacement of pads and covers, which should last a month under normal circumstances. (An accessory package of 16 roll covers and 4 roll pads costs \$20.)

Franchise restrictions: The franchised plantowner also agrees to maintain the appearance of the store and keep ironer equipment in shape using only authorized parts and accessories.

The manufacturing company reserves the right to cancel a franchise after due notification if in its opinion the above conditions are not met. In the event of cancellation, the plantowner retains ownership of the ironers, but loses all merchandising assistance.

Merchandising aids: For its part the company agrees to provide demonstrators and regular merchandizing aids at no extra cost.

• A trained representative will be

Continued on page 55

NOW...

KOHNSTAMM

BRINGS YOU...

INEX

...the miracle-white rinsing aid



INEX

...is the nearest thing to magic!

The Cold-Water Rinsing Aid with Five Red-Hot Advantages!

★ SAVES TIME! ★ SAVES FUEL! ★ SAVES LABOR! ★ SAVES EQUIPMENT! ★ SAVES WATER!

INEX is equally beneficial to *all* classifications, does not harm colors or fabrics. Used in cold water, INEX *insures* a 99%-or-better whiteness retention in 20 washes, when used with any good washing formula. It is not necessary to use a soap regenerator or similar compound in the bleach bath or first rinse when using INEX. In addition, INEX speeds production, is easy on equipment, and imparts a silky, smooth finish to the fabric. This new miracle-white rinse makes your whole plant operation easier, cheaper, better. Shortens rinsing time, saves water and sewage disposal charges.

Find out about eye-catching, friend-keeping INEX today. See your Kohnstamm representative, or simply drop us a line.



Established 1861

H. Kohnstamm & Co., Inc.

NEW YORK 13, 161 Avenue of the Americas . . . CHICAGO 11, 11-13 E. Illinois St.
LOS ANGELES, (P. O. Address) 2632 E. 54 St., Huntington Park, Calif.

Foremost Manufacturer and Distributor of Quality Laundry and Cleaning Supplies

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...the miracle-white rinsing aid

Helping Hand...

...this is how we think of ourselves. Because our chemists never cease their efforts to develop newer, better washing aids, to help save time and money for our customers.

16,859 Kohnstamm customers can't be wrong. They *know* we help them. With Kohnstamm, they—and *you*—get worthwhile savings in water, fuel, labor, equipment, and supplies.

This is why more and more laundries are using the whole line of Kohnstamm coordinated washing aids. They get guaranteed results. And, after all, it's *only* results that count.

Go H-K all the way



Here are some of the time-saving, money-saving products available to you from

PERLITE...The wonderful soap builder with great stain removing power and no harmful action on fabric. Suspends rust—rinses easily—saves soap!

INTERSUDS...The complete soap with amazing detergent action on oily and hard-to-remove stains. Gives brighter, more sparkling wash. You can see the difference in one wash!

HYWITE...The soap with greater dirt and stain removing power—and no builder need be added to it! May be used dry or boiled up in solution—requires no mixing—eliminates extra materials!

SIMPLEX...Properly balanced and ready for use right from the barrel! Keeps rust and sediment off clothing...is made to work at break temperatures throughout on white work!

H-K DRY BLEACH AND DETERGENT

...The single product with the triple action: removes stains...whitens...aids rinsing! Special soap-stripping action clarifies linen—assures fresh, clean, sweet-smelling work. Use right from the drum!

NO. 996 UNIVERSAL DETERGENT...For laundering overalls, workclothes, floor mops and similar items. Removes grease better, rinses quicker, washes cleaner. Shorter washing formula. Safer to fabrics, too!

SENECA...The non-congealing starch that gives a fine, smooth, even, uniform finish that means greater customer satisfaction! Used dry in the wheel.

LUSTERFIXE...Made especially for the laundry operator who wants to get the whitening result of a complete sour and a blue in one product—and in one operation! Excellent for removing yellow perspiration stains from collars.

S. R. F....For the fastest, most economical washes you've ever seen. Saves fuel...water...time...and increases the capacity of your equipment! A super rinsing-aid!

C. W. P....The "seeing eye" of laundry service—designed to do a selling job for you through the appeal of cleaner, brighter unfaded colored work!

INEX...The miracle rinsing aid! Inex brings you "whiter" white work than ever before possible—and does it with a big reduction in time, labor, fuel and equipment. Saves on water...taxes. Brings wash a truly "new" degree of whiteness!

LIMESOLV...Add it dry to the wheel—just as it comes from the drum—and it almost immediately disperses and checks limesoap deposits on linens!

BLUFIXE...Removes stains—and its even distribution of blue assures you gleaming whiteness, does away with gray deposits, avoids soap specks. Sterilizes—gives you whiter washes!

COLORFIXE...Checks color bleeding, prevents contact stains, imparts a soft finish—and deodorizes. For truly superior color work! Use on all classifications—white or colored. The universal sour!

ACROTEX...The new and long-wearing anti-static cover cloth that's perfect for your flatwork ironers. Requires fewer changes...means better finishing and more savings for you!

THERMOTEX...The miracle cover cloth that averages twice the length of service of rival cover cloths! Speeds up production, improves finish. Wears like iron!

DIASAN...Gives linens an enduring antiseptic finish that helps combat the spread of germs from linen surfaces. Destroys Staphylococcus Aureus on contact!

LEVELON...The blue that takes evenly on all classes of work—never shows-up albumen stains. Hard fabrics and soft fabrics—all come out the same uniform shade. Saves its cost in water alone!



Established 1851

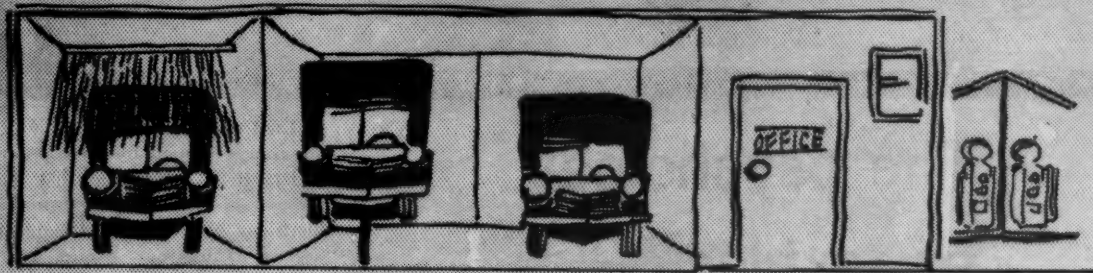
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How to build a shop for truck maintenance

by HENRY JENNINGS

The Laundry Journal
466 Lexington Avenue
New York 17, New York

Dear Sir:

We have a fleet of 29 trucks. I am planning to build a shop to do our own maintenance, lubrication and washing.

Could you please supply or advise where I can obtain information on a shop of this type.

I am also interested in what type of records should be kept and what type of forms to use.

Any information you can supply would be greatly appreciated. . . .

With this information at hand, let's start and see if we can help this reader with some of the problems confronting him.

PROS AND CONS OF GARAGING

Since the letter arrives from the middle South, it is safe to assume that this new shop is not to be a part of a garage for storage of vehicles. The cost of building for storage of trucks is so high that it is prohibitive except in very severe climates where starting is a problem.

This is not to say that inside storage is not desirable in any locality. Inside storage reduces maintenance cost somewhere around 10 to 15 percent. All that is being said is that the ordinary fleet can no longer afford to build for inside storage.

Thus what we are talking about is a workshop where the trucks are to be maintained. The work to be done there is inspection, adjustment and preventive work. It is geared to reduce the number and amount of repairs. Obviously some repairs are to be made in this shop but the aim is to hold this type of work to a minimum.

WHERE TO PUT THE GAS PUMP

If this building is to be a workshop, the trucks will not enter it except as they are scheduled in for work. This being the case, we want the gasoline pump clear of the entrance. The trucks would not enter the building for gasoline and they should not block the doors.

Most important is easy access to and from the gasoline pump, which would presumably be in front of the shop if the real estate permits and the storage yard is adjacent. Gassing is an every-day or every-other-day job and it should be combined with a brief inspection.

Since the sun does not always shine, the gas pump should be provided with at least an overhead shelter and overhead lighting. At the gas pump there must be a shelf and protection for a gas tally sheet and a few simple hand tools. In addition, a container for lubricating oil which has means for protecting it from the elements and dust.

THE IDEAL SHOP SETUP

The building itself should have four separate stalls. Two of these should be fully enclosed except for truckwide doors, and two stalls should be open to each other. First we can name the stalls and then describe them:

THE WASH RACKS

• Starting from either end, whichever seems convenient, there is the wash rack. It must be large enough to enter with any truck in the fleet. In addition, there must be room to house an automatic truck washing machine together with a steam generator and some odds and ends such as washing compounds.

The automatic truck washing machine has been given as an integral part of the washing room, and this

department believes that this is as it should be. One of these machines costs about \$4,500, and this amount is not spent without appropriate consideration. The thing to remember is that it washes trucks in about 70 seconds without labor, skilled or otherwise. How much does it cost to have the trucks washed by hand?

This washing room must be walled off from the rest of the shop to prevent spray from reaching the mechanical shop. For one reason or another it is a common mistake to place the wash room in one area of a large shop. Spray and wet floor take their toll in cost of other activities.

THE PM STALL

• Next to the wash room is the preventive maintenance stall, and if any one part of the shop can be called the most important, this is it. This is where the all-important periodic inspections are made. This is where the money is saved.

Again, this stall must be large enough to accommodate the largest truck with the door closed. There must be walk-around space for the mechanic as well as housing space for portable work benches and such shop equipment as is required. The roof must be high enough to permit the use of a lift.

Here again, when a lift is mentioned, a considerable sum of money is involved. However, no one can expect efficient work from a mechanic lying on his back. You pay the man; you may as well get your money's worth. He can cut work time by about 15 percent and do better work with less repeats if he has the vehicle up where he can see what he is doing.

This room is equipped with lubrication apparatus and a portable drain

Continued on page 54

The psychology of textiles

Chapter III. Rekindling the romance between man and textiles

by DR. ERNEST DICHTER

President, Institute for Motivational Research

TODAY'S CONSUMER is much less familiar with the raw materials of textiles than was the family or community that experienced textiles from cotton picking or wool shearing through the weaving, dyeing, cutting, sewing and wearing processes. Today contact with textiles begins with sewing or even wearing, and not with the preliminary weaving and dyeing processes.

Millions of women sew today, using an almost unlimited range of textile products. A progressive industry has created a rich selection of wool, cotton, silk, linen and a host of synthetics in unlimited colors, patterns and textures. But whether the consumer purchases her textiles in ready-to-wear or by the yard, she lacks the direct and intimate knowledge of fabrics which once existed.

This relative ignorance, coupled with the vast array of fabrics from which a selection may be made, creates in the consumer's mind a fear of selecting the wrong fabric or color or pattern for her needs. She is faced by a misery of choice which she is unable to resolve without the help of the textile industry.

As experts, the leaders of the industry must alleviate this misery of choice by producing designs and colors and creating advertising which give the consumer the feeling that her special needs are being satisfied. In other words, in order to sell more textiles, textile buying must again become a pleasurable and an exciting venture

without inhibitions caused by feelings of fear and insecurity.

But how does the industry go about reducing consumer fears and resolving misery of choice? The first step, logically, is to find out how people really feel about textiles. This sounds simple enough—just ask them. Actually, it doesn't work that way. When you ask people a direct question, you will get the kind of answer they think you want, or the kind of answer they believe presents them in the best light. You will get a rationalized answer. But you will certainly not get at the deep-seated emotional attitudes which are what really motivate people.

Using the tools of the social sciences and many techniques developed in the course of our own experience, the Institute for Motivational Research probes below the level of conscious rationalization to find out what people really think and feel.

INTEREST MUST BE RENEWED

In studies we have recently conducted for such varied clients as the Silversmith's Guild, the Wallpaper Council, the Wagner Carpet Sweeper Company and many others in as many fields, we have found, among other things, the need for continuously re-awakening interest and excitement in products which have come to be taken for granted.

As our culture evolves, new markets and new uses for established products suggest themselves. The fact is

that not only brands but whole product groups compete for the consumer's dollars. It has been found that, in the present social evaluation of products, there is a certain scale of acquisition desires. Thus, our studies in the United States reveal that people purchase a new automobile, more food, appliances, TV sets, and they care very little about the purchase of textiles in comparison with these more socially necessary products.

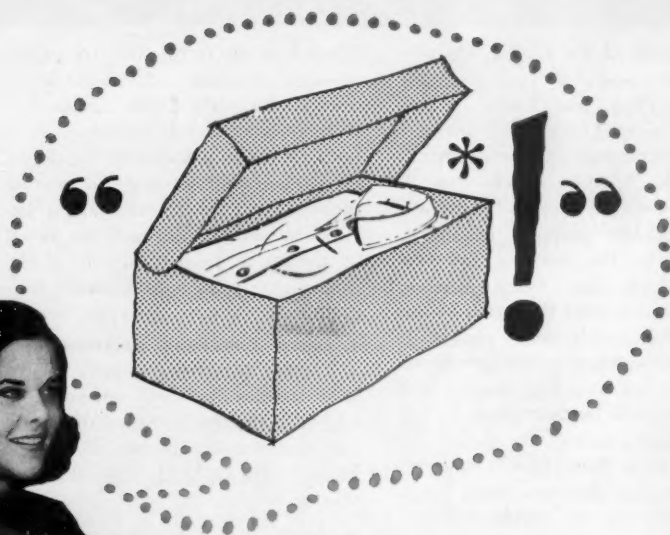
Textiles are competing not only against each other but also against every other consumer product for their share of the spendable dollar. Motivational research attempts to understand the role of a product or a group of products within this cultural framework, rather than in isolated forms.

NEW MIDDLE-CLASS MARKET

One of the great changes which has taken place in the past decade, particularly in the United States, is the development of a new middle class. Especially during the past five years, this middle class has undergone two very important changes: Its actual and proportionate size has increased tremendously; and it has been extended to include people who were formerly members of the upper lower class—craftsmen, skilled and even unskilled laborers, technicians—people who are not imbued with the traditions and the knowledge of the older middle class. I believe this has occurred in Britain, too, and it will doubtless occur elsewhere.

These new members of the middle class are often insecure in their judgment of products. They are anxious to purchase not merely products but roots in the middle class. The textiles they select for their clothing and for their homes can indicate to the world that they are established members of the middle class. It is, therefore, up to the textile industry to analyze and explain to this vast market the emotional and practical functions of the great variety of textile products available.

Another major change, as you know, is the inevitable and increasing trend toward informal living in a servantless society. This fact holds great significance for all levels of the textile industry. It means that the industry must, first of all, understand the emo-



* good things come in *Reliable* packages!



new one-piece automatic

FAS-PAC SHIRT BOX

protects shirts perfectly!

- ✓ Easy to open . . . easy to close
- ✓ In four sizes and four colors
- ✓ Saves inventory shelf space
- ✓ Available printed or plain
- ✓ Cuts packing time and labor
- ✓ Strong double-wall cardboard delivers all shirts in band-box perfect condition

DISTRIBUTED NATIONALLY THROUGH JOBBERS

Reliable laundry supplies

MANUFACTURERS OF FOLDING CARTONS & PAPERBOARD PRODUCTS

7131 West 60th St. • Chicago 38, Ill. • LUdlow 6-3700

tional appeals of the fabrics, the patterns, the colors it promotes and advertises. The "friendliness" of cotton, the "rugged, outdoors" qualities which wool possesses, the "excitement" of silk, the "modern, carefree" attributes of the synthetics—all these are appeals which, properly translated, can rekindle the romance between man and textiles. Color, texture, patterns which meet the needs of the modern consumer's casual pattern of living, and which offer him the chance to express his own individuality and good taste, will be more likely to win his acceptance today.

Apart from these socially induced sales obstacles, there are others specifically affecting the textile industry. One of them is the astonishing lack of brand knowledge and brand loyalty, particularly in America. With all its variety and technical perfection, it commands less brand loyalty for its products than exists in almost any other area of consumer purchasing. In food products, in housewares, in home cleaning products, not to mention home appliances, automobiles, and even the various fashion products made of textiles, there is a high degree of brand consciousness and brand loyalty. The American consumer may consciously purchase a Cannon sheet or a Harris tweed coat; the housewife may buy Dan River fabric; and certainly such names as Du Pont and Owens-Corning Fiberglas are well known.

But that's about where the story ends. Yet these few examples indicate that brand loyalty can be built for the textile as well as for any other industry, provided the industry sets out consciously to study and answer the consumers' needs—to complement and enrich the fabric of the consumer's life.

There is no doubt about the fact that the taste level of the American consumer is rising. We have found that consumers are willing, even anxious, for new experiences and new products. They are anxious to purchase quality and morality in the products they buy. Wherever the textile industry can invest its merchandise with these highly salable commodities, it will succeed in creating a product differential which will be desirable to large groups of consumers.

These are a few of the problems

which face the textile industry today, as we have learned in the course of our research for many textile clients. But motivational research is not only diagnostic; it is also therapeutic. We develop answers and solutions to existing problems and we believe that the answers to some of the problems faced by the textile industry may lie in the following psychologically based program:

1. CREATE A PERSONAL RELATIONSHIP

Feature advertising appeals on the level of warm, personal, intimate contact with the textile. Stress the sensuous and tactile appeals the textile holds for the body, the skin, the eyes, the hands.

2. CREATE MEANINGFUL ASSOCIATIONS

Textiles do not exist in a vacuum, nor even in isolated swatches. Each has a power and a symbolic value. It may be an association with warmth, with protection, with special events in childhood or in daily life. Not only clothes but fabrics make people. When we say "clad in silk" we say much more than three words. Advertising which reminds the consumer of these emotional associations will add significance to the textile and will communicate its value to the consumer.

3. RESOLVE THE MISERY OF CHOICE

One of the reasons the consumer "forgets" brand names is that she is confronted by a profusion of products whose value she is not equipped to judge and whose claims all seem similar. Textile advertising must recognize the consumer's confusion. The ad should take the consumer into its confidence by explaining frankly what the fabric can and cannot do. The ad should reassure her without making exaggerated claims or promises which cannot be fulfilled.

4. MATCH THE THRILL OF THE BUYING EXPERIENCE

The act of buying, for both men and women, is filled with excitement and importance. The advertiser who recognizes this, and transmits all the emotional qualities of the buying act through his ad, will communicate understanding of and consideration for his potential customers.

5. PROVIDE MORAL PERMISSION

Consumers, as we have indicated, are seeking stability at the same time

that they seek individuality, good taste, status, and all the attributes of a pleasant, modern life. Textile ads must give them moral permission to purchase and use textiles by projecting authorities in design, color and taste. The consumer's reluctance to purchase—his unwillingness to exchange the old for the new—is often based on fear. It is up to the industry to answer these fears with positive psychological reasons for change.

6. APPEALS TO PERSONALITY TYPES

The industry can do much to break negative stereotypes—"I'm allergic to wool"—and to capitalize on the personality types which offer a positive framework within which fabrics can be accepted—the man who only likes silk shirts, the woman who insists on cotton, etc.

7. THE GENETIC APPROACH: EDUCATING THE CHILD

Children today learn about cooking, sewing, home repair. But how much do they know about fabrics and what is the industry doing to help them learn? Here is a rich and unexplored area which can reap future understanding and future sales for the textile industry.

8. APPEALS TO MEN AND WOMEN

Tastes are changing everywhere. The textile industry must be aware of the growing interest men have in their wardrobes, for instance, and of the fashion trends among women. The appeals which move men and women are, of course, the keys to the success of the textile industry. Every effort must be made to know and understand the changes which will prove most meaningful and most acceptable to them.

9. FILL UNSATISFIED NEEDS

Textile advertising must reach new consumer groupings in recognition of changing cultural needs. It must acknowledge and encourage these changes by fulfilling the unsatisfied needs they suggest.

10. THE INDUSTRY MUST MAKE NEWS

It must exploit its own progress by reaching influential textile authorities in the garment industry, at the manufacturing and retail levels and, above all, in the consumer press where, to

Continued on page 52



Will she come back?

Women select one coin-op over another for a number of reasons . . . convenience, attractiveness and cleanliness. But their main concern is for clothes washed cleanly and dried safely. They keep coming back to the coin-op that has equipment that works efficiently, does not break down, and is easy to operate. *And Cissell Coin-Meter Dryers belong in that coin-op.* Cissell Dryers with Hi-Lo Temperature Control give the right temperature for any fabric, man-made, wash-n-wear, delicate or regular.

Controls are at eye-level, out of children's reach. Each Cissell Dryer has built-in overload motor operation, overheat protection, fully automatic overcurrent safety controls and other important safeguards. They give *excellent* service, reduce "down-time" in your coin-op laundry. Do you want a laundry that women keep coming back to? Then you want Cissell Coin-Meter Dryers. Want to know more?

That's what your jobber's for!

Remember, you benefit when you use Cissell equipment . . . your customers do too!

CISSELL

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber



**NOW! THE KEY TO
FULL PROFITS ON TODAY'S
SMALL BUNDLE!** *now you can go
after the piece-price partial bundle your
customers want to send! a whole new
system of modern laundry management,
based on a new identification system...*



Now you can handle both the large family bundle and the small piece-price bundle at the same new low cost—make the same full profit on both. Easy to maintain a 2 or 3 day delivery schedule. Big new savings in all departments and services. Allows simplified billing and payroll methods. Key-Tag Lot Control combines the best of "pin and net" with selective full identification in a simple, foolproof plant-wide system. 100% mechanical check on everything—always. No human error. Cut identification help up to 40%. Use green labor. Train mark-in girls in 4 hours. Full nets—full wheel loads.

Write for the lot control story

THE KEY-TAG CHECKING SYSTEM CO.
6509 HOUGH AVENUE — CLEVELAND 3, OHIO

HAVE YOU HEARD the latest . . .

A nationally syndicated column, "All About Babies," distributed under the sponsorship of the National Baby Care Council, has had a good response in five test areas—Los Angeles, Chicago, Detroit, Atlanta and Philadelphia. According to C. Robert Gruver, publicity counsel for the Diaper Service Industry of America, 22 newspapers have agreed to accept the column for a year.

The Federal Revenue Service warns employers against letting employees add an extra dependent to lower the tax supposed to be withheld. This is illegal even if the tax at the end of the year turns out to be less than the employee pays.

One consultant to the apparel industry says that more than 60 percent of the men who own wash-and-wear suits *always* send them to the drycleaners.

The Philco Corporation is experimenting with a "waterless washer" which will enable the homemaker to launder and/or dryclean virtually all items of wearing apparel in the house. The unit may become a reality within the next decade if they can find the proper cleansing solution and ways to reclaim and distill it.

Liquids still account for 90 percent of household bleach sales in a \$150 million market, according to *Printer's Ink*.

Linting of cotton fabrics is not caused by mechanical action alone. Tests by the Whirlpool Corporation indicate liberation is also greatly affected by the use of oxidizing bleaches.

Continued on page 69

George Johnson to retire

This September 30, George H. Johnson will shake hands all around the American Institute of Laundering's halls to conclude what has been a lifetime career devoted to the service of the industry.

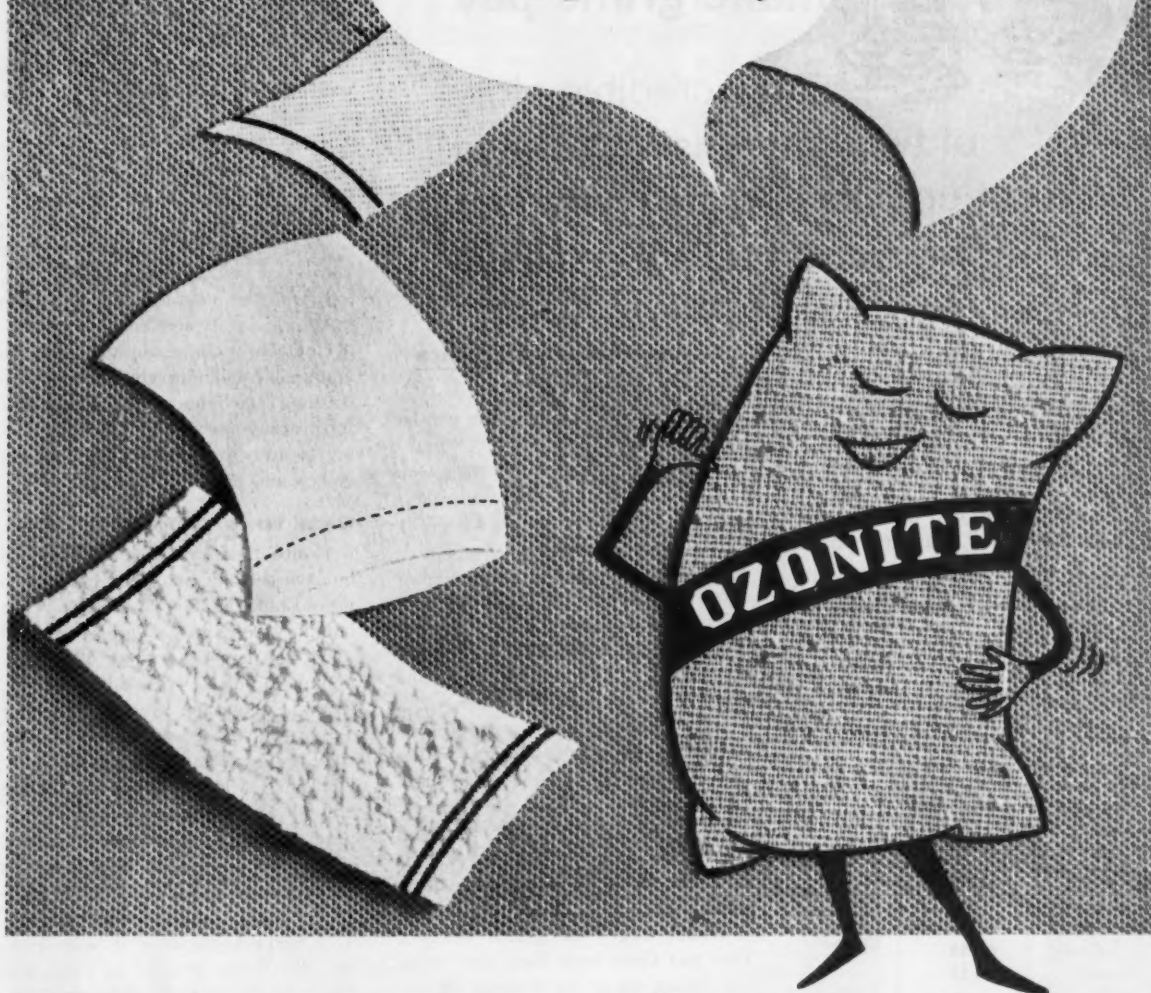
George joined what was then the Laundryowners National Association 36 years ago, as director of research at the Mellon Institute. When the

LNA was dissolved, he moved to Joliet to establish the textile research laboratory for the brand new AIL. In the due course of events he worked his way up to the vice-presidency of this association.

He plans to spend his retirement traveling with his wife and rewriting his book on textile fabrics.



My friends say
I'm a bagful of
washing efficiency!



**It's true! OZONITE is the complete detergent
that gives you better results at lower cost!**

Have you used Ozonite lately? If you haven't you're missing the best Ozonite ever built for washroom efficiency and economy!

Ozonite has been improved by advanced scientific research in the famous Procter & Gamble Laboratories. It's a ready-to-use balanced blend of high titer soap and alkaline builders made the special Ozonite way that works to perfection in your washroom equipment.

When you use Ozonite you can count on superior soil removal . . . white whites and bright colors. And you get all this with broad safety to fabrics. What's more, Ozonite is simple and easy to use . . . even inexperienced washmen get top results with it.

For more information on Ozonite and how it can help you increase your efficiency and profits, write to:



PROCTER & GAMBLE, Manager, Bulk Soap Department, P. O. Box 599, Cincinnati 1, Ohio



Cons clean up, make grime pay

An incredible story
of two enterprising inmates
who set up a laundry behind prison
bars at taxpayers' expense

WALPOLE STATE PRISON'S Speedy Service Laundromat is like no other prison laundry in the United States.

It is owned by two life-term convicts and operated, for their private

profit, in competition with the regular prison laundry.

Yet they use the prison's own water, electricity, soap and other supplies—and thus, indirectly, are subsidized by Massachusetts taxpayers.

The incredible story of the Speedy Service Laundromat was told by Walpole personnel under oath at closed-door hearings before the Legislative Committee for Reorganizing the State's Penal System.

Guards identified the proprietors as two members of the Brink's holdup gang, Vincent James Costa and Anthony Pino.

They have turned the operation over to another convict, the guards said. He turns the proceeds over to them.

What's more, the guards testified, Pino and Costa have their own "private dining room" in a room off the laundry.

Equipped with hot plates, utensils and other necessities, it's known as "Pino's Kitchen," the guards said.

The food comes from the prison warehouse, where Pino is a checker, according to the testimony.

Playing the role of hosts, Pino and Costa were said to invite other prisoners to join them for "sumptuous Italian dishes."

During a recent inspection visit to the prison members of the legislative committee asked Supt. John A. Gavin how the laundry got started:

"It was started (in August, 1957) at a time when I was on a 10-day leave to attend a convention," Gavin said.

"I specifically told the deputy—he has since retired—that no laundry machines should be allowed to be brought in. However, when I returned the whole thing was set up."

Guards gave the committee the amazing details.

STATE, INMATE LABOR INSTALLED LAUNDRY

All maintenance work at the prison was halted a full week to speed the installation, the guards said.

They testified that state and inmate labor knocked holes in two walls to install 1,000 feet of piping.

The machines were installed in a room 20 by 30 feet formerly used for vocational courses for the inmates.

It is in the basement of the prison's medium security section.

Gavin told the committee that the equipment includes two dryers, five washing machines, a steam machine for pressing sleeves, another for pressing trousers, and a third for pressing collars and cuffs.

WATCH REPAIR BUSINESS, TOO

(Since the committee hearings, all but two of the machines have been moved out, the *Traveler* learned. The laundry is still operating, however.)

Off the laundry was an office containing a desk, overstuffed chairs, lamps, a television set, and space for Costa to conduct another profitable sideline—repairing watches.

(The hearings also prompted the administration to forbid Costa to continue his watch-repair business.)

Asked by a committee member about who financed the laundry operation, Gavin was quoted as replying:

"I don't know how it was done, actually. It was financed by Costa and Pino's father, Jackson (the inmate operator) has been paying them back in the form of transfers."

(Prisoners are not permitted to carry cash. They buy with transfer slips authorizing withdrawals from their individual prison accounts.)

The committee was shown records indicating that Pino received \$603 in transfer funds and Costa \$535 from December, 1958, to December, 1959.

A guard said there was evidence inmates were "encouraged" to patronize the private laundry rather than the competing prison laundry.

Those who refused, he said, faced the risk of losing personal clothing or having it damaged in the prison laundry. □□

SPEEDY SERVICE LAUNDROMAT

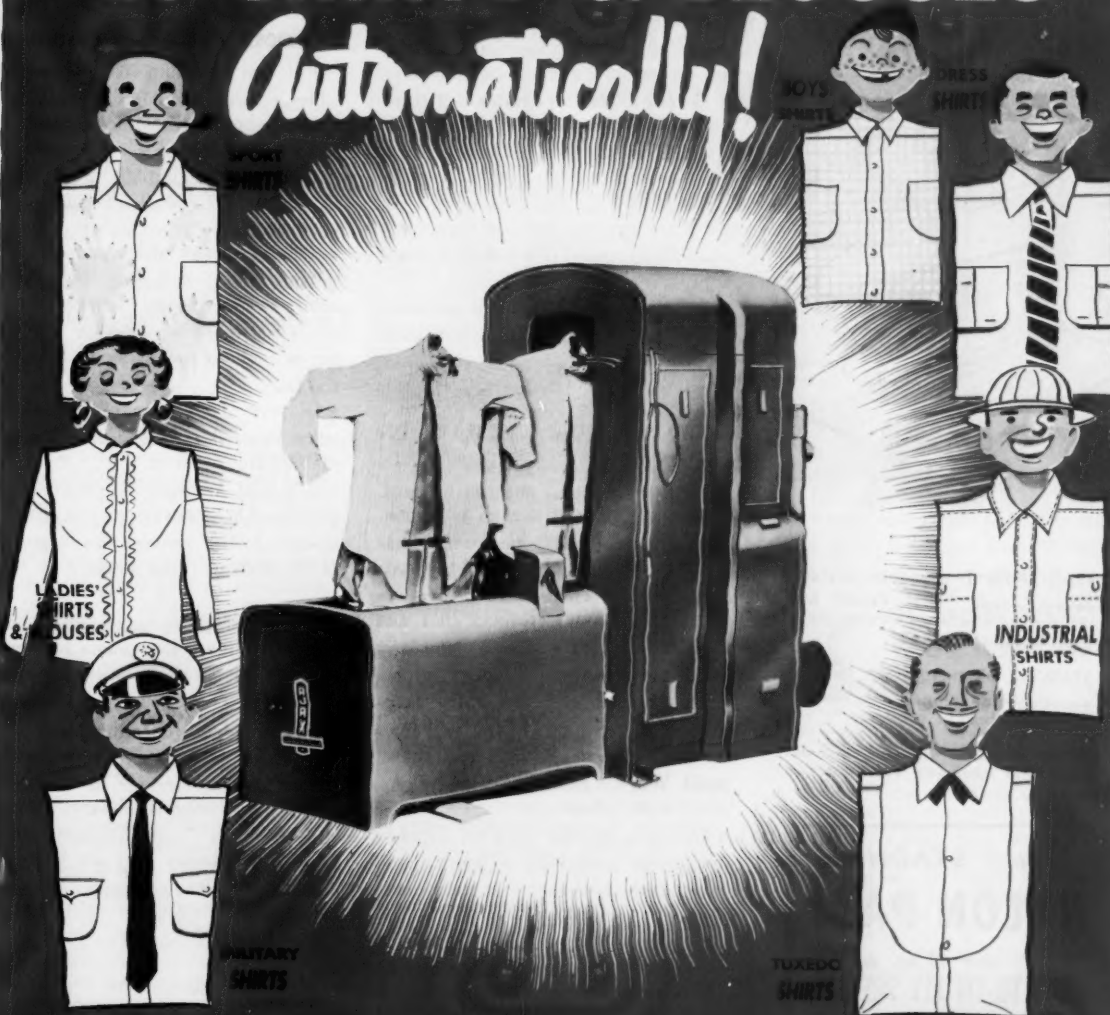
DATE: _____
NAME: _____ OUR NO. _____
BLOCK NO. _____ RM. NO. _____

Articles	Price	Pieces	Amount
Sport Shirts . . . @ .10			
Tee Shirts . . . @ .03			
Shorts @ .02			
Socks @ .02 pr.			
Sweat Shirts . . @ .10			
Towels @ .05			
Bathrobes			
(rough) @ .10			
(pressed) . . . @ .20			
Sweaters @ .25			
Shirts			
(blue rough) . @ .10			
(pressed) . . . @ .20			
Handkerchiefs . @ .01			
Pajamas			
(rough) @ .10			
(pressed) . . . @ .20			
Blankets @ .25			
Pants			
(rough) @ .15			
(pressed) . . . @ .25			
Bed Sheets			
(rough) @ .10			
(pressed) . . . @ .20			
Pillow Case			
(rough) @ .03			
(pressed) . . . @ .05			

TOTAL PRICE: ()

This is itemized slip used in convict-run laundry at Walpole State Prison

and now AJAX...
 THE ONLY CABINET SHIRT UNIT THAT
**FINISHES ALL TYPES
 OF SHIRTS & BLOUSES**
Automatically!



Prove it to Yourself...

at absolutely no risk or obligation.
 Address your inquiries to AJAX,
 Box 449, Salt Lake City, Utah, or
 contact your nearest AJAX
 representative.

AJAX new versatility makes it possible to
 increase your profits through . . . FINER
 QUALITY — HIGHER PRODUCTION —
 LESS FLOOR SPACE — LOWER
 MAINTENANCE.

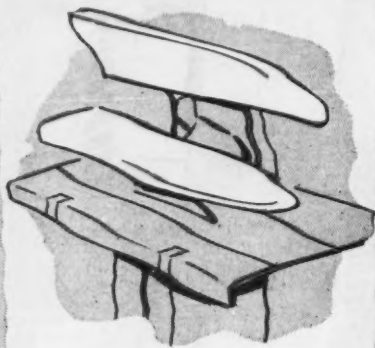
Since 1929 -- "The Leader in Design"

AJAX PRESSES

619 So. 5th West Salt Lake City, Utah

Special FABRIC FORMULATIONS! STAD-SPUN and STAD-TEX press covers

treated for
longer wear



STAD-SPUN F all spun nylon covers, made "form fitted" for all presses where a non-slip, non-stick cover is needed.

STAD-TEX filament nylon covers, especially developed for sleeve, yoke and backer presses.

BOTH FABRICS have improved heat and abrasion resistance.

**New! STADHAM
NYLON PADS**

28 and 48 oz. wt.
CUT TO FIT ALL PRESSES

Added!
NYLON DACRON FLEECE
for wings and
expander blades



Sold through all
leading distributors

STADHAM

COMPANY INC. • HEXAGON DIVISION
1825-31 North 20th St. • Phila. 21, Pa.

manufacturers of—pads, covers, bags
aprons, nylon tape, textile specialties

FIVE-POINT CLAIMS PROGRAM—Continued from page 32

ing an item of her own. You can correct this faulty logic in the following ways:

- Ask the customer for an accurate description of the missing item.
- Encourage her to double-check the loss. Give her the opportunity to look and be certain it's not at home first.
- Do not fill out a claim card if there is any doubt about whether an item is missing or not. If you fill out a claim and the customer later finds the missing item, we usually end up paying the claim anyway. Because customers usually find it hard to admit their oversight.

False assumptions that items are missing should not get past your store counter.

4. KEEP A PERMANENT RECORD OF EVERY CLAIM

Whenever you fill out a claim card, make a record of it in your notebook. Keep track of the action which has been taken on the claim until the matter is settled. There have been cases where a customer forgets that she filed a claim and a second claim goes in.

- Your own store record will be helpful in many instances. You will have all the facts, dates, figures, right at hand. When a claim is settled by payment, make a note of it.
- When a missing item on which a claim has been filed is located and given to the customer, you must notify the claims manager. Failure to do so

might result in the customer getting both the item and a cash settlement. Don't rely on memory. Make a permanent record of any claim and its development until it is settled.

5. DISPOSE OF VALID CLAIMS PROMPTLY

Fill out a claim card promptly when a valid complaint occurs. Then forward them to the office immediately so our customers receive quick attention on legitimate complaints. Don't let odd complaints pile up in your store.

- Obtain a full description of the missing item, including size, style, color, fabric, design, label and any other pertinent information. It's better to include too many details than too few.

- Express your side of the claims story as well as the customer's if it clarifies the situation.

Don't hold up valid claims and complaints. Do everything you can to speed up their prompt handling. This is the essence of true service.

Morey LaRue's management suggests that these five points be reread by their salespeople at frequent intervals. It knows that knowledge of proper claims procedure will both lower the waste of company money and speed up service to those customers who honestly deserve satisfaction from its Claims Department.

The salesladies play an important role in providing customer service and satisfaction. □□

PSYCHOLOGY OF TEXTILES—Continued from page 46

day, there are sections devoted to fashion, to cooking, to furniture, but none to textile news.

The ever-changing cultural scene offers a challenge to an industry which has come close to technical perfection and must now encompass in its activities an understanding of the dynamics of consumer living patterns. Those products which are the keys to participation in new activities will answer the new consumer's need for extend-

ing his horizons. The consumer everywhere is growing up, his growth is accomplished by a desire for meaningful experience—experience he can relate to his own life.

The textile industry, because of the rich variety and the high quality of its products, is well equipped to answer these needs. To do so, however, its advertising will need to keep one step ahead of the consumer on his road to maturity. □□

Using Salt Efficiently

by INTERNATIONAL SALT COMPANY



You Can Save Money on Water Softening—With a "Lixator"

Today, a great many laundries using zeolite water softeners are faced with this problem: While the water softener (which needs periodic regeneration with brine) gives excellent performance—regeneration is often costly, time-consuming, and causes substantial waste of salt. This is generally the case when salt is dissolved to form brine without the proper controls.

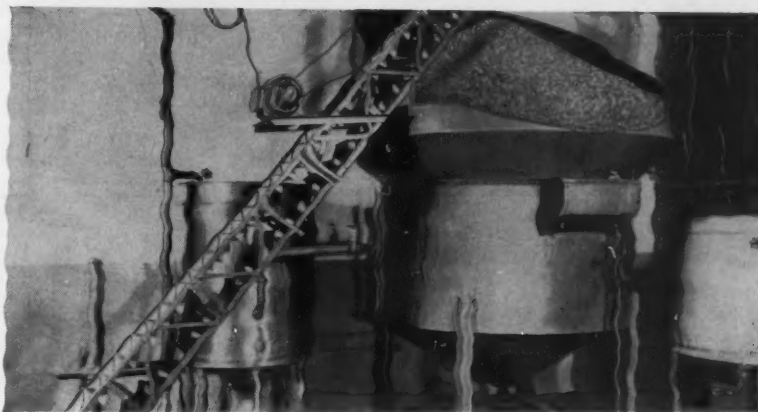
In most laundries, however, it is possible to reduce this high cost of water-softener regeneration. The method is simple and effective: *Always regenerate with pure, fully saturated brine*—the type of brine made in a Sterling Lixator.

The Sterling Model Lixator is the most efficient and economical rock-salt dissolver ever developed. Wherever this fully automatic unit is used in water softening, it reduces the amount of salt consumed . . . eliminates dry-salt spillage . . . and simplifies the entire brine-making process. Developed and patented by the International Salt Company, the Lixator combines rock-salt dissolving and brine filtration in one simple operation. It delivers fully saturated crystal-clear brine automatically to any point within a laundry. The Lixator is also remarkably easy to maintain, and has no moving parts to get out of order. (Today, Lixators are available in corrosion-proof plastic, as well as metal.)

In operation, a Lixator need not replace the salt-dissolving tanks furnished by water-softener manufacturers. Instead, Lixate Brine is piped to these tanks—which then serve as the storage and measuring tanks from which brine is withdrawn for use.

Salt handling reduced. Because Lixate Brine is piped to points of use, the work of hauling dry salt from storage piles to the location of the water softeners is eliminated. Also, because of this direct-piping feature, the Lixator (and the salt that feeds it) can be placed anywhere in the laundry, to make the most efficient use of available space. With a self-feeding hopper for salt, the Lixator operates automatically, without attention, and with little or no salt handling.

Lixators are made in a variety of sizes—to meet the brine needs of individual laundries. The principle by which they operate can benefit the largest laundry, or even one of moderate size.



At this plant in Hartford, Wisconsin, this Sterling Model Lixator is used for efficient, low-cost water-softener regeneration. A mechanical conveyor fills the Lixator hopper from a nearby rock-salt storage pile. In your laundry, a Lixator can also produce substantial savings on salt—and in salt handling.

Complete regeneration. Since Lixate Brine is always 100% saturated, it provides complete water-softener regeneration each time. This means that extra regenerations—with the consequent use of more salt—are eliminated. Still another advantage results from using Lixate Brine: Water-softener operators will not use any more of this brine than is needed for each regeneration. What often happens in the case of unsaturated brine is that excess amounts are used in an attempt at complete regeneration. In the long run, this always results in a costly waste of salt.

Keeps water softeners clean. Besides being fully saturated, Lixator Brine—produced in a Lixator from economical grades of Sterling Rock Salt—is also self-filtered, and free from insolubles or other foreign matter. As a result, it will not introduce dirt or other "clogging material" into the zeolite bed of the water softener. This has proved to be a particular advantage in water softening—because the zeolite stays in good condition longer. Lixate Brine is also free from acids or alkalis. Thus, being neutral, it cannot adversely affect the performance of any zeolite water-softening system.

District Offices: Boston, Buffalo, Charlotte, Chicago, Cincinnati, Detroit, Newark, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis.



TECHNICAL SERVICE WITH YOUR SALT

Through skilled and experienced "Salt Specialists," International can help you get greater efficiency and economy from the salt you use. International produces both Sterling evaporated and Sterling Rock Salt in all types and sizes. And we also make automatic dissolvers in metal or plastic for both kinds of salt. So we can recommend the type and size of salt most perfectly suited to your needs.

If you'd like the assistance of an International "Salt Specialist" on any problem concerning salt or brine—or further information on water-softener regeneration—just contact your nearest International sales office.

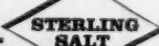
International Salt Company
Dep't. LJ-960
Clarks Summit, Penna.

- ☐ Please have representative call with further information.
- ☐ Please send free booklet, "Brine For Today's Industries."

Name _____ Company _____

Address _____

City _____ State _____

INTERNATIONAL  SALT COMPANY

"A STEP AHEAD IN SALT TECHNOLOGY"

container for oil. The basic tools for routine maintenance are located here. Provision for lighting from floor level as well as overhead is important since our vehicle is going to be on the lift a fair portion of the time.

Just how much shop equipment is needed is a matter for individual study. It depends upon the distance to sources of supply such as rebuilding shops, and the skill of the man running the shop. For instance, does he rebuild starters and generators or is it cheaper to send them outside? Such a circumstance would determine whether he is to have electrical testing equipment or not.

In a fleet of this size, cylinder reconditioning equipment and other machine tools would be out of the question. The extent to which unit repair is done in the shop is the deciding factor. Regular preventive maintenance work and parts replacement do not require a heavy investment in shop equipment but every step along the way is worthy of consideration by itself.

THE MECHANICAL STALL

• Alongside this PM stall is another mechanical stall. It is needed for trucks that cannot be scheduled out of the shop with any degree of accuracy. Occasionally it happens that a truck is held up for parts, and some-

times a unit of a truck needs overhaul or replacement and it cannot be done at once. This stall is to accommodate such a circumstance.

If it were possible to get along with one mechanical stall that would be suggested. Many fleet operators have found out to their sorrow that if they build a large shop they always have trucks in it instead of on the road. But there must be one stall in addition to the preventive maintenance area as a safety valve for accident work, engine removal and such jobs, which always seem to come when least expected.

THE STOCKROOM-OFFICE

• The last room of our shop must be walled in. It is to be the stockroom and desk area for the paperwork that, while not extensive, must be done. In this room there should also be provision for a library. While this sounds like a pretentious word, it is not. What is meant is space for manuals, instruction books and other instructional helps. If you have a mechanic who cannot or does not read, you had better replace him. That old genius who knew all things mechanical without reference is not only dead; he never existed.

The stockroom is to be fitted with shelves and bins for such parts as are needed. This should not be too elaborate or it will result in too large a stock. Any mechanic will stock up with too many parts and supplies because he is sure he is going to need them. An inventory control will determine how much he needs. This room need not be as large as the other areas and, if it is, it will probably become a cluttered catch-all.

This shop plan has been outlined so that one truck is never behind another—so that one truck never has to be moved to get at another. The wet area has been walled off to keep the dampness contained. The stockroom where supplies and valuable portable tools are kept is walled off for security. It is large enough to serve a large fleet and about as compact as any fleet having its own shop could use.

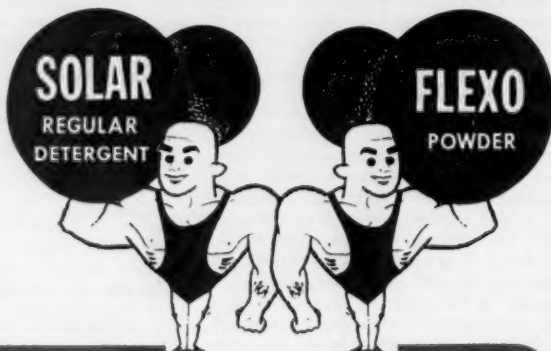
□□

Next month in these pages there will be a description of a simple paperwork routine that will keep the shop working efficiently and keep the management informed on the information it requires.

"Problem" Wash not Clean?



PUT IN SWIFT'S HEAVYWEIGHT TEAM



ASK ABOUT SOLAR HEAVY DUTY for SELF-SERVICE

... gives cleaner loads without re-washing and eliminates the cleaning of the machine after washing heavy greasy loads.



105th YEAR

S-46

Here's a working team to turn loose on the really tough industrial washing jobs—greasy coveralls, oily overalls—even soiled wiping rags respond to Solar-Flexo's grime-busting action.

"Break" heavy soil and grease for good with Solar Regular. Flush, and then add Flexo Powder for good suds.

Let Solar-Flexo help you turn problem wash into a "leader" ... ask your Swift man for a grease grappling demonstration or write for washing formula: Bulletin #5.

SWIFT & COMPANY SOAP DEPARTMENT

4115 Packers Ave. • Chicago 9, Illinois

To Serve Your Industry Better

with a complete line of soaps and detergents

COIN-OP IRONING—from page 38

sent to each franchised plant to work three nights a week and all day Saturday for a period of four weeks.

His job is to instruct customers in the proper use of the ironer. For example, it takes three minutes for the ironer to heat up. The instructor suggests that this warm-up period can be put to good use ironing synthetics which require cool ironing temperatures.

The flat pieces offer no difficulty but wearing apparel requires feeding the work through on a bias. It takes some instruction in the order of lays to iron a shirt in the advertised 3 minutes.

Once the instructor leaves, it is assumed that the customers will pass along such information to each other. Wall charts will, of course, also be provided.

- In addition to this assistance, the company agrees to provide a series of four newspaper advertisements announcing the new service, window banners, counter cards, direct-mail material and a sustained merchandising program prepared by a leading advertising agency.

Miscellaneous: What sort of return can you expect to get on your investment? It's still too early to say and, of course, individual experiences are not conclusive. One Detroit coin-laundry operator is said to have "jumped the gun" on the program and installed two automatic ironers in his plant. He is reported to be grossing \$12 a week with no advertising or promotion assistance whatsoever.

The first official ironer franchise was granted last month to the All-Day, All-Nite coin-op located at Adrian, Michigan. □□

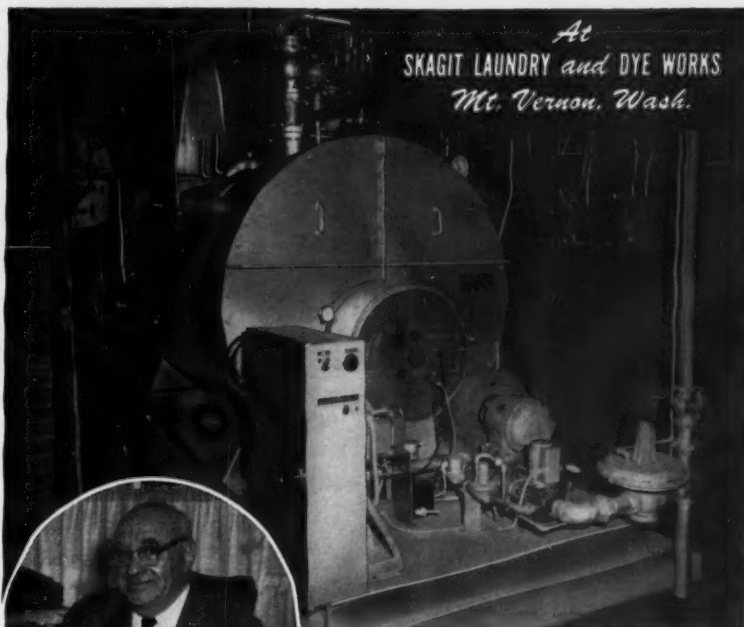
ASSOCIATION ACTIVITIES

Continued from page 28

Industry Topics at Quartermaster Meeting

The Quartermaster Association will hold its 1960 National Convention October 12-14 at the Statler Hilton Hotel, Washington, D. C.

Thursday, October 13, features a program by the Military Clothing and Textile Supply Agency on cotton and woolen clothing. The program on Friday, October 14, includes a laundry and drycleaning panel conducted by Oland Ashby, Chief, Laundry Br., OQMG, and James R. Jennings.



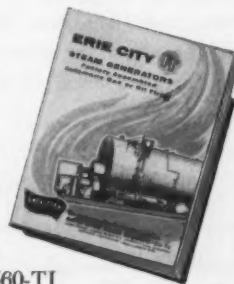
Mr. Bunning
How do you like your 150 hp
Erie City "FT" package boiler?

“These performance facts will tell you how we like our Erie City “FT” package boiler. Our fuel savings now exceed 20% as compared with an HRT boiler. We always have plenty of hot water at all times. Steam pressure stays constant and all equipment is up to best working conditions. Our “FT” is very dependable and maintenance is much less with the result that our plant engineer is available for other work around our plant. Firing with gas, our plant is much cleaner than before.”

P. BUNNING, President
Skagit Laundry & Dye Works • Mt. Vernon, Wash.

IT PAYS IN MANY WAYS TO BUY THE TOP QUALITY PACKAGE BOILER . . . ERIE CITY “FT”

The “FT” is designed to be a conservatively rated, highly efficient package steam generator. Investigate the possibilities of replacing present boilers if they are inefficient and costly to maintain. Mr. Bunning found a 20% savings in fuel when he installed his new Erie City “FT”—plus the fact he now has a steady and dependable source of steam and hot water requiring only a minimum of attention. All the details of the completely shop assembled, factory fire tested “FT” steam generator are outlined in Bulletin SB560-TJ



You can depend on **ERIE CITY** *for sound engineering*
SINCE 1840

ERIE CITY IRON WORKS • Erie, Pa.

STEAM GENERATORS • SUPERHEATERS • ECONOMIZERS • AIR PREHEATERS • WASTE HEAT BOILERS
FIRE and WATER TUBE PACKAGE BOILERS • OIL and GAS BURNERS • STOKERS • PULVERIZERS

bellew PRINTS

LITTLE THINGS "bug" me in this business of reporting on the laundry industry. After visiting plants for a period of 15 years I will from time to time get careless, and that's when I get my "comeuppance" . . . as my pappy used to say.

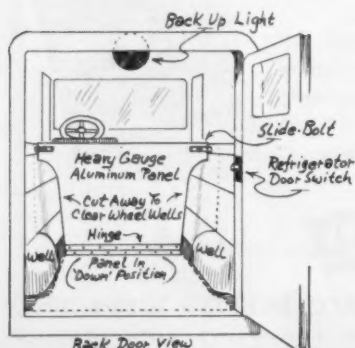
What I'm getting at is, after I've made one of my dignified inspections of a laundry I sometimes rather smugly assume that since I've stolen every good gadget in the place I can write it off as having been picked clean. Even though I later revisit the plant I am completely blind about seeing anything new, until something in my mind snaps and I notice things I overlooked on the first visit.

TRUCK CONVENIENCE

A case in point is the Diamond Laundry & Cleaners in Santa Ana, California. A couple of years ago I got a lot of ideas here, and although I've returned to visit with owner Ralph Morris nearly a dozen times since, I remained unaware of a number of good ideas he uses.

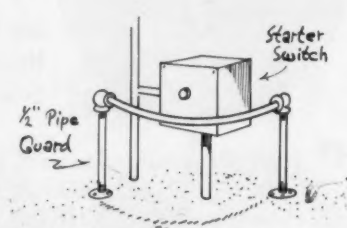
Ralph uses panel delivery trucks and most of the time needs a partition to separate the finished orders from the soiled bundles. The routemen deliver from the front of the trucks and a permanent partition would make loading difficult, since the trucks are backed into the loading area. He solved the problem by installing heavy-gauge aluminum panels that are hinged to the floor and held upright by slide-bolts at each side that slip into the truck body frame.

The sides of the aluminum partitions are cut away to clear the wheel



wells when they are lowered to the floor. This permits the routemen to walk through the trucks to load finished orders at the front. It takes but a moment to lock the divider in an upright position after loading is completed.

Light is often needed inside the trucks so Ralph mounted back-up lights just above the back doors on the inside of the trucks. A refrigerator-type switch inside one door activates the light every time the doors are opened. The door must be tightly closed before the light goes out, so it also acts as a warning light in case a driver forgets to latch a door securely.

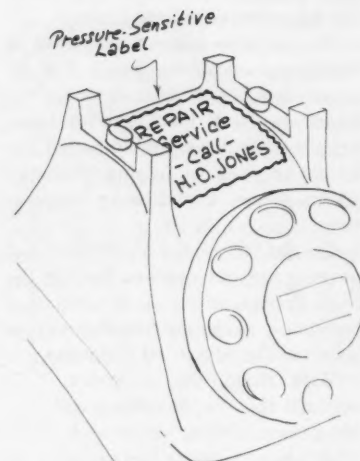


SWITCH GUARD

With the starting switch for a small extractor located near the floor, it was necessary to protect it from trucks and baskets as they passed this point. This was done by bending a piece of pipe in an arc and positioning it a proper height off the floor on upright lengths of the same size pipe. The upright pipes were secured to the floor by floor flanges.

AD ON PHONE

Here is something I saw on a telephone at Diamond Laundry & Cleaners. To date it has got an independent equipment repair company a lot of business from this plant. The repair man had little pressure-sensitive labels made up with his business and phone number on them and stuck them on top of the phones in the plants around his area. Now when a launderer lifts a receiver of one of his phones he is staring at the guy's ad whether he needs repair service or not. When the receiver is resting in its cradle the attractive little label isn't visible, so it isn't obnoxious in any way.



I mention this only in case some launderer might think up a way to get his own such ad into every home in his community. For what it's worth, maybe you could get away with it through your routemen if such a label listed emergency numbers such as fire, police, ambulance service or hospital, plus your own number.

IN CASE OF FIRE

It's hard to tell how an employee will react if a fire occurs. I noticed at the San Bernardino County General Hospital laundry that all the employees are regularly instructed in the use of various types of extinguishers for such emergencies. And, even though the extinguishers are painted red and mounted on red-painted walls at strategic spots around the plant, management has gone one step further.



These red panels against which the extinguishers are hung also have the word "fire" painted on them in big yellow letters. It is assumed that although the color red is a good indication of where such equipment is positioned, the word "fire" in bold letters may attract a panicked person to the proper station in shorter time.



Nothing
brightens like
Diamond's
new
laundry alkali
ORTHOBRITE®

Easy to Use . . . Eliminates Waste . . . Dustless . . . Noncaking

A completely homogeneous flake of orthosilicate and complex phosphate with special brightener—produced by an *exclusive* Diamond process. Packed in 100-pound polyethylene-lined bags. • Recommended for institutional, family, diaper and linen-supply laundries. For technical bulletin, write DIAMOND ALKALI COMPANY, Union Commerce Building, Cleveland 14, Ohio.

- Uniform composition at all times!
- Reduces or eliminates bluing!
- White work is whiter — colors brighter!
- Reduces bleach consumption!
- Eliminates expensive brightener-sours!
- Will not cause discoloration!
- Ideal for all classifications!

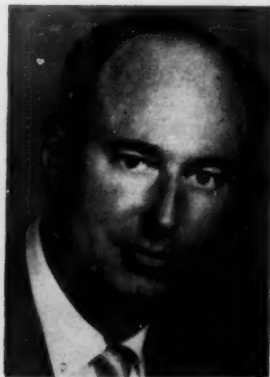


Diamond Chemicals

ALLIED trade NEWS



JAMES F. MITTLESTADT



IRVING GALVIN



MERWIN DECHTER



VIC AWARD

James F. Mittlestadt has been named assistant treasurer of the Hoffman International Corporation. He was attached to the comptroller's office of the U. S. Hoffman Machinery Corporation for 10 years before joining Hoffman International. In his new position, he will be responsible for coordinating Hoffman International's finance and credit program.

Boilertrol Corporation has named Irving Galvin its new sales manager. His duties include appointing and working with Boilertrol distributors on a national basis.

Tuchman Cleaners Field Advertising Service, Indianapolis, Ind., has named Merwin Dechter vice-president and general sales manager. He was formerly an advertising account executive with a large Ohio supermarket chain. Mr. Dechter spent five years on the faculty of Indiana University as an advertising specialist.

Tuchman's Field Advertising Service is a new syndicate of advertising and sales promotions for launderers and dry-cleaners, offered on an exclusive basis within each city.

Friendly Frost Inc. has purchased the assets of the coin-laundry dryer manufacturing division of Vacuum Seal Corp., New Bedford, Mass. Friendly Frost has also acquired the International Dryer Corp., Yonkers, N. Y., exclusive sales agents for Vacuum Seal's International Dryer line.

R. A. Emmett, Jr., vice-president of Detrex Chemical Industries, Inc., has been placed in charge of all Detrex manufacturing, chemical and equipment. He will also direct activities of the Detrex Laboratory and Research Center in Detroit.

Lewis National Corp., Dorchester, Mass., has added Henry "Hank" Graeber to its sales force. He will serve customers in Maine, Vermont and New Hampshire. A graduate of Ohio Mechanics Institute, he has a long industry background.

The American Laundry Machinery Company's proposed merger with the McGraw-Edison Company came one step closer to completion recently when the stockholders of American voted to accept 1.2 shares of McGraw-Edison stock for each share of American common stock. McGraw-Edison also announced plans to continue the present management of American for a minimum of five years.

Vic Manufacturing Company, Minneapolis, is going to award this Vic Top Flight emblem to the salesmen of the six distributor organizations elected each year to the Vic Top Flight Club. The distributor receives a plaque for office display. The awards are based on sales totals for the year.

The emblems are decorated with diamonds and rubies, the number increasing annually. An additional award is given each year to the distributor, regardless of size, that has shown the greatest percentage of increase over the previous year.



Ray Conley, president of Carman-Conley, is shown receiving a silver tray engraved with the names of the company's sales force from his sons, James R. and J. Robert Conley, both vice-presidents of the firm. The presentation was made at a dinner meeting attended by the Carman-Conley sales force and their wives.

The company also announced a new sales rep for the state of Wisconsin: Evan W. Roberts, who will headquarter in Milwaukee.

Registered Shirt Laundry Association, Inc., has named Saul Arvedon, director of sales for the company, to the post of vice-president in charge of sales.

Hagan Chemicals & Controls, Inc., has elected two new members to the board of directors. They are C. L. Barksdale,

Continued on page 60

ROK-RIB

TOUGHEST NET EVER TESTED!

Here is the toughest, strongest net ever tested by the
Whitehouse Research Laboratories!

It's ROK RIB, a net specially designed for
laundry application.

This net is constructed of a heavy filament nylon which
stands up under the most severe washwheel conditions for
an amazingly long period.

You'll cut replacement costs with ROK RIB.
This exceptionally tough net has now been used with
outstanding success by leading laundries in all parts of
the country. If you haven't tried ROK RIB,
ask your jobber for more information.

CONTINUED LEADERSHIP THROUGH CONSTANT RESEARCH



WHITEHOUSE NYLON PRODUCTS • 360 FURMAN STREET • BROOKLYN 1, N. Y.

Continued from page 58

vice-president of Hagan's Jobber Sales Division, and T. W. Bruner, president of Bruner Corporation, Milwaukee, a subsidiary of Hagan.



RONALD LONDON

Ronald London, former district sales manager for Forse Corporation, has been named Eastern Division sales manager. His new position places him in charge of the Eastern seaboard from Quebec to Florida.



EMIL O. HANSON

The Prosperity Company has appointed Emil O. Hanson, in the industry for over 30 years, to represent the company in part of the Los Angeles city district as well as suburban areas including San Diego and the Imperial Valley to Yuma, Ariz.

U. S. Industrial Chemicals Co. has added a new section to its Houston, Tex., plant, doubling its capacity and making U.S.I. the second largest polyethylene producer in the world. This new expansion brings the company's production capacity to 300 million pounds per year.

Talb Industries, Inc., Philadelphia, has added Du Pont's renewable X-12 Flame Retardant to its line of laundry chemicals. The product will be especially featured for industrial laundry use in treating work garments.

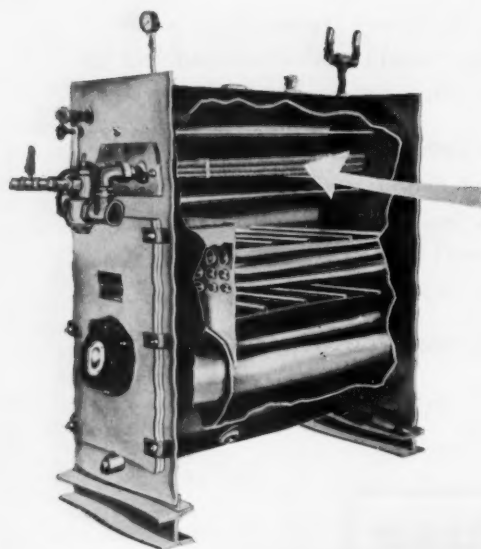
The Registered Shirt Laundry Association has retained Palmer, Codella & Associates, Inc., New York, to conduct a national marketing program to promote the sale of men's shirts through laundry and drycleaning stores. Plans for national advertising are under way.



Keever-Beach Division, The Keever Starch Co., recently held a sales meeting in Columbus, Ohio. This was the first meeting where all sales personnel were gathered together at one time since the Keever and Beach sales forces were joined earlier this year.

Continued on page 63

Rust Free HOT WATER



NATCO is UNCONDITIONALLY GUARANTEED that it can never cause rusty wash water.

Here is positive proof why:

Wash water flows only through copper heat exchanger.

NATCO is indirect-fired, guaranteeing years of troublefree operation.

Extra large built-in heat reserve, eliminates rusty storage tanks.

Positive temperature control of wash water at all times.

Thousands in continuous use since 1946.

NATIONAL COMBUSTION CO.

101-06 43 AVENUE

CORONA 68, NEW YORK



TarGo® is the all-in-one spotter for all types of oil-base stains

The most versatile spotter ever made — that's Wilson's TarGo. Favored by 2 generations of laundrymen because it saves productive labor time...flushes easily with tap water, eliminates need to rewash stained articles. TarGo's power-

ful deep-penetrating action removes marking and ball pen inks, permanent lipstick, plastic paint, ironed-in grease and other tough stains—protects tensile strength of linens because stains break up faster with far less rubbing.



TarGo comes in quarts, gallons and carboys
...order some today from your jobber

*Ask about Wilson's new Laundryman's Stain Removal Kit... contains TarGo and five other fine spotting aids.

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY

"Stain Removers are our only business"

This Customer Needs

MAGIC RINSE

Softener



Magic Rinse added to the last rinse, would have eliminated this customer's irritation by imparting a soft feel to his linens.

Here's a man with a problem—scratchy collars and cuffs—and you are the only one who can solve it. Instead of scratchy laundry he wants firmness with a soft touch. He has never heard of Magic Rinse softener that removes the scratch, increases resistance to soil, inhibits perspiration odor, keeps linens fresher longer and increases linen life—but you can please him no-end by giving him and all customers Magic Rinse advantages in their laundry.

And you benefit too—through increased general plant efficiency. For Magic Rinse eases the flow of work from wheel and extractor, minimizes abrasion and strain, reduces extracting and drying time 25%, eliminates static and reduces rolling and re-runs. Saves you money—makes you money!

Assure customer satisfaction and plant efficiency. Send coupon today for free booklet and complete details.

EDMAR CHEMICAL COMPANY

3939 Valley Road, Cleveland 9, Ohio

Gentlemen: I want customer satisfaction. Please send me complete information on Magic Rinse.

Name _____ Title _____

Company _____

Address _____

City _____ State _____

EDMAR CHEMICAL COMPANY

3939 Valley Road, Cleveland 9, Ohio

JOBBER INQUIRIES INVITED



DON E. SEITZ



N. W. BODNAR

Pellerin Milnor Corporation has appointed Don E. Seitz special factory representative for the Western part of the country. He will assist Milnor dealers with such special cases as cost-cutting production methods.

The White Motor Company has established a new distributor in Buffalo, N. Y. N. W. Bodnar has been named to operate the distributorship, which will be known as Buffalo White Truck Inc.

The new distributorship will feature the latest diesel engine equipment, a dynamometer for testing diesel or gas engines up to 500 horsepower, and a large parts inventory.

Orr & Sembower, Reading, Pa., has appointed Richard W. Lamp manager of production. The company manufactures packaged automatic boilers and fuel burning systems.

Detrex Chemical Industries, Inc., has appointed Excel Equipment and Supply Company its distributor in the Cleveland area. The distributing firm is headed by W. H. Stone.

Curtis Manufacturing Company, St. Louis, has appointed Howard E. Smith advertising manager. The company is engaged in production and sale of automotive service and air-conditioning equipment.

Troy Laundry Machinery Division of American Machine and Metals, Inc., has added four new men to its field staff. They are: J. C. Bardello, with headquarters in Washington, D. C.; R. L. Price, Chicago; Paul Miklas, Clark, N. J., and Ben Schlichting, Duluth, Minn.

Wyandotte Chemicals Corporation has announced plans to build a plant in the Toronto, Canada, area, starting construction late this year. The complete line of J. B. Ford Division cleaning products, including laundry washroom supplies, will be manufactured at this plant.

Duplex Laundry Equipment Co., Inc., Brooklyn, N. Y., has appointed Herb Webber to cover the Syracuse-Utica area, assisted by Al Ritzk, upstate New York sales manager. His headquarters will be at 1672 Central Ave., Albany, N. Y.

Nu-Pro Sales Corporation and Nu-Pro Manufacturing Company have moved to larger quarters at 10700 Kahl-

Bulldog KOMBI® ALL-IN-ONE PRESSING UNIT

You get the finest of heat cured foam rubber, Virgin fiberglass insulation and a tough, durable, long lasting U. S. Royal Asbestall cover COMBINED in this newest Bulldog pressing unit . . . for less than the cost of ordinary cotton pads and cover. No lumps, no bumps, no hard spots, Bulldog KOMBI is

*Ringed With Steel for
Attaching Springs*

HEAVY NYLON DRAW STRING

We've drawn upon our years of experience manufacturing top quality pressing pads to develop this new KOMBI unit. Intensive research and months of practical use prove it to be all that could be asked for ideal pressing conditions and quality production. Ask your jobber or write us for further information on this fully guaranteed unit.

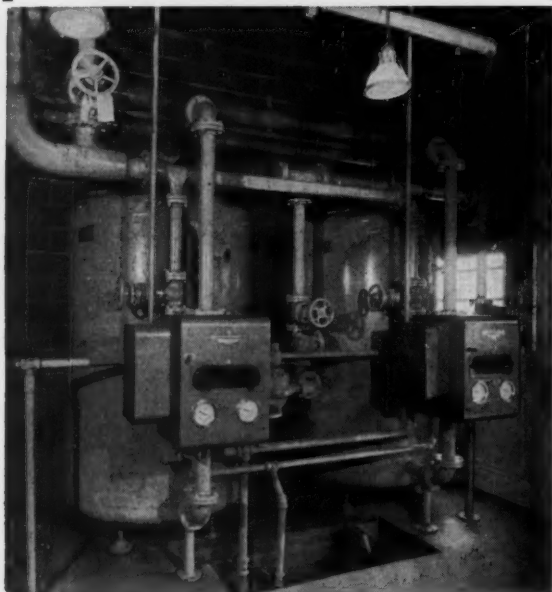
*On in Minutes—
It Lasts for Months!*



X. S. SMITH, INC.

RED BANK • NEW JERSEY

**MORE THAN 4,000 LAUNDRIES*
USE
INVERSAND ZEOLITE
WATER SOFTENERS!**



Here's Why . . .

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

** Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.*

HUNGERFORD & TERRY, INC.
CLAYTON S. M. J.

meyer Dr., Creve Coeur, St. Louis 32, Mo. The mailing address remains the same, P. O. Box 422, St. Louis 66, Mo.

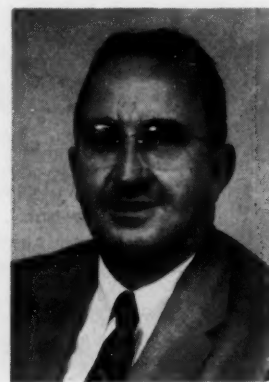


Signal Chemical Mfg. Co., Cleveland, has announced 1,004 winners of its Sanex Sweepstakes. Jill Corey, TV and recording star, shown here with Sandra Lusher, helped select the winners from over 7 million entries.

First prize of a trip to Lisbon, Paris and Madrid was won by James Rosen, who got his Sweepstakes entry at White Mountain Laundry and Cleaners, Mt. Vernon, N. Y. Second prize, a trip to Mexico City and Acapulco, was won by Mrs. William P. Purvis, through Grimes Cleaners in Charlotte, N. C., and Merrill C. LaLonde won third prize, a trip to Bermuda, on his blank from Model Laundry and Cleaners, Memphis. Other prizes, in what Signal president Robert Lusher said was the firm's most successful promotional idea, included movie cameras, portable dishwashers, bicycles.



MARTIN SUDER



EDWARD C. REGAN

Martin Suder has been promoted by Norge Division, Borg-Warner Corp., to field service manager. He will be in charge of all traveling district service managers. He has been a Norge field service representative for five years.

Keever-Beach Division, The Keever Starch Co., has appointed Edward C. Regan sales manager. His office will be in Columbus, Ohio, Keever headquarters. A veteran of 30 years in the laundry field, Mr. Regan served the past 10 years as sales manager of the Beach Soap Co.

Gibraltar Fabrics, Inc., Brooklyn, N. Y., has installed two new Raschel-type warp-knitting machines, bringing the number of machines used for the company's line of knit nylon nets to 10.

NEWS ABOUT people

EAST

United Fund has named several laundry and drycleaning executives in Philadelphia Pa., to posts in the organization directing industry solicitation in the United Fund Torch Drive, which opens October 4. Raymond F. Knoll, president, Tribune Laundry, heads the division covering laundry, drycleaning and diaper service establishments. John D. Campbell, sales manager, Modern Laundry & Dry Cleaning Co., and Herman Levine, president, Sterling Supply Corp., are his vice-chairmen. Bernard Kessler, president, Stork Diaper Service, and Benjamin Rubin, Ajax Cleaners & Dyers, are group chairmen.

Holland Laundry, 17th and Cayuga Sts., Philadelphia, Pa., has installed a storage vault.

Don Bear and Don Brown have announced plans to establish a laundry in an exten-

sively remodeled building on Halyday and Main Sts., Oil City, Pa.

Mary MacIntosh Laundry, York, Pa., will establish a pickup station in a building now under construction at Rohrestown Rd.

SOUTH

Albert Hubbard, who formerly operated Hodgenville (Ky.) Laundry & Cleaners, has accepted a position as head of the laundry at the new Methodist Hospital in Louisville.

Cropper's Laundry, Inc., 606 S. Broadway, Lexington, Ky., has been purchased by Kenneth Rush.

Home Laundry & Dry Cleaners, 521 E. Memorial Rd., Lakeland, Fla., has added a storage vault.

James Irvin Huddleston, owner of Model Laundry &

Dry Cleaners, Harrodsburg, Ky., has been appointed manager of the Kentucky State Hospital laundry at Danville, and laundry consultant for the Kentucky Department of Mental Health. In the latter capacity, Mr. Huddleston will serve as consultant for the laundries in all four of Kentucky's mental hospitals.

NORTH CENTRAL

Model Laundry and Dry Cleaning Co., Cincinnati, Ohio, has acquired Excelsior Laundry and Dry Cleaning Co., 210 E. 14th St., Henry A. Marks, president of Model, announced. Model recently centralized its laundry and drycleaning operations in an expanded plant at Erie and Whetsel Aves., Madisonville.

Pioneer Linen Supply Co., 3611 Payne Ave., Cleveland, Ohio, has been expanded to accommodate new conveyors.

Maurice Maschke, Jr., is the firm's president.

University Hospital Laundry, Cleveland, Ohio, plans a \$280,000 expansion program, scheduled to start in October.

Progress Laundry & Dry Cleaning, 4677 N. Elston, Chicago, Ill., has added new equipment.

Phil Gilbert, owner of Acme Launderers and Cleaners, Minneapolis, Minn., has announced the opening of a branch at 1400½ Nicollet Ave. Other locations are at 407 E. 38th St., 2001 Fourth Ave., S. and 423 E. 24th St.

Vernon Nelson has established a new laundry at 1602 S. Main, Rice Lake, Wis.

Quality Launderers and Dry Cleaners, 1200 Cloverdale, Detroit, Mich., has added new equipment.

Mr. and Mrs. Dick Stoltz and their sons, Chris and Al, held a grand opening at their



from

LM

LAUNDRY MAID

Watch for a revolutionary new concept in coin-op vending machines... watch for this important message from the firm that was first on the market... first in the market.

AUTOMATIC SERVICE & SUPPLY CO., INC.
P. O. BOX 7267
SAN ANTONIO, TEXAS

Write for the name of your nearest distributor.



Ask about Laundry Maid products in bulk cartons



keeps them smiling - and coming back for more!

Your customers may not know why you turn out a better job, but one of the big answers is Jomac 54. On your body presses and collar-and-cuff machines, its long-wearing loop-pile fabric gives free passage to steam and hot air. That, plus its scorch resistance, absorbency and resilience, means an outstanding job—one to bring customers back time after time.

Users report that Jomac 54 cuts downtime 75% . . . reduces press padding costs from 25 to 40%. There are no broken buttons, no crow's-feet, no wrinkles. No wonder smart laundry operators swear by it! Get Jomac 54 Press Padding from your nearest laundry distributor. Write for his name and address. Jomac, Inc., Dept. I, Philadelphia 38, Pa.

24-K Press Padding and Jomac 33 also available



NO BROKEN
BUTTONS



NO CROW'S-FEET



NO WRINKLES

JOMAC 54

PRESS PADDING

SAVE UP TO 50% ON STARCHING OPERATIONS **Enduro** SPECIAL RICE STARCH

● CUTS OVERALL COSTS

No Starch Build Up! Less time spent cleaning press heads, sleeves, ironer chests. Reduce ironing and pressing man hours 10 to 15%.

● SATISFIES CRITICAL CUSTOMERS

Quality starching is the recognized advantage of rice starch. End complaints regarding cracking, blistering, razor edges. Achieve an unsurpassed white, soft-lustre finish.

FREE!

Prove it without cost!
Phone or write for a generous working sample.

AURORA MANUFACTURING CORP.

76 Wythe Ave.

Brooklyn 11, N. Y.

EVERgreen 8-4281

new Stoltz Speed Wash and Dry Cleaners, Mt. Vernon, Iowa.

Star Laundry & Cleaners, 115 W. Washington, Fergus Falls, Minn., has added a storage vault.

Russell Thomas, owner of Prosperity Laundry, 1766 Beidler St., Muskegon, Mich., has installed new shirt finishing equipment.

Muskegon (Mich.) County Medical Facility plans a new laundry building.

NORTHWEST

Ralph W. and Joan Van Zeipel have been issued a business license for operation of a laundry at 3501 N. E. Union Ave., Portland, Ore.

Deer Lodge, (Mont.) Laundry has been purchased by Ed Bieri from Ace Irvine and Dwight Weir. Mr. Bieri, who also owns Anode Cleaners in

Anaconda, is an NID graduate and a past president of the Idaho Laundry and Dry Cleaners Association.

Mosher Laundry, Jamestown, N. D., has been reopened under the new ownership of EKonomy Cleaners and will be known as EKonomy Cleaners & Laundry.

Bo's Wash 'n' Dry, operated by Mr. and Mrs. John R. Stewart, Canby, Ore., will be moved into new quarters, now under construction on Highway 99E.

New System Laundry, N. E. 10th Ave. and Flanders St., Portland, Ore., was gutted by a five-alarm fire recently.

Mr. and Mrs. William Berk-lund, Jr., held a grand opening at their newly established Jean's Laundry, Cottonwood, Idaho.

Robert Broyles has opened a coin-operated laundry in St. Maries, Idaho. Enterprise Laundry and Dry Cleaning,

also operated by Mr. Broyles, will be moved to the new location under the name of Enterprise Launder Center.

WEST

George Merigian has leased the building at 236 South L St., Dinuba, Calif., for establishment of a self-service laundry. He stated that a laundry and drycleaning plant is planned for the future.

Andy Nielson, operator of Modern Laundry, Laverne, Okla., has added an extension that houses a finishing room with new equipment.

Mr. and Mrs. C. H. Haws, operators of a laundry on Main St., Rocky Ford, Colo., have opened a self-service establishment at 1118 Elm Ave.

James H. Meeks and Herbert L. Jones, partners in Vogue Laundry and Cleaners, Elko, Nev., have announced construction of new quarters at Fifth and Silver Sts. In addition to the laundry, the new

establishment will house a coin-operated laundry, linen supply service and drycleaning plant.

City Laundry, Texhoma, Okla., has been opened under the management of Mrs. Erma Peterson.

Coin-O-Matic Laundry, Elliott Bldg., Anadarko, Okla., has moved to a new location. The cleaning establishment connected with the laundry will remain in the same location.

E. L. Williams has been granted approval for establishment of a laundry on W. W. White Rd., San Antonio, Tex.

George Ripley, operator of Desert Hand Laundry, Palm Springs, Calif., has opened a coin-operated laundry in Indio, the first of five such new operations. The next is planned for Rancho Mirage. Mr. Ripley is a director of the California Laundry and Linen Supply Association.

CANADA

New Method Laundry, 947 N. Park St., Victoria, B. C., has installed a storage vault.

Clinton (Ont.) Laundry and Dry Cleaners, owned by A. Garon, has constructed an addition, which doubles its

floor space, and added new equipment.

New System Laundry, Montreal, Que., has received bids for construction of a one-story addition at 900 Ontario St. E.

OBITUARIES

LEO D. ABELove, 44, vice-president of Associated Laundries of America, Inc., Utica, New York, died recently of a heart attack. Born in Schenectady, Mr. Abelow was graduated from Utica Free Academy and attended Cornell University. He was appointed vice-president of Associated Laundries and its affiliates last January.

FRED BOHNEN, 75, retired owner of Woodlawn Laundry Company, Chicago, Illinois, died recently. Mr. Bohnen retired from the business in 1953. Surviving are his wife and two daughters.

SIDNEY COLE, owner of Sweet Kleen Laundry Company, Summit, New Jersey, died recently. Mr. Cole has been active in the laundry industry for over thirty years and was a member of the New Jersey Laundry and Cleaning Institute. Surviving are his wife and son, Leslie, a director of the New Jersey Institute.

HENRY LOEWINGER, 73, chairman and founder of Vereinigte Wäschereien Guedes K. G. of Vienna, died recently. The firm has three branches, the Habsburg, Excelsior and Habsburg-Graz plants, as well as three establishments in the

AWAY GOES YOUR APRON PROBLEM!

- No more wrinkling
- No more slippage
- No continual tightening

with the

ZEIDLER APRON "SUR DRIVE" for Flatwork Ironers

No matter how many "miles" of flatwork, your Zeidler "Sur-Drive" will avoid wrinkling and slipping . . . will eliminate the re-tightening that shortens apron life!

The "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble finish assures true-tracking of both aprons—in fact, we guarantee both aprons will track together!

"Sur-Drive" is supplied in lengths to fit all standard apron drive rolls. Order enough for all your ironers now!

FEED RIBBON "SUR-DRIVE" FOR LONGER RIBBON LIFE AT LOWER COST

A special rubber material which is cemented to ribbon drive roll and prevents slippage of Feed Ribbons, thereby eliminating wrinkles that slipping ribbons cause. Used and endorsed by scores of leading laundries. Furnished in complete kit, ready for easy installation by your engineers. Write for price.

GET FULL DETAILS ON THE "ZEIDLER" LINE

- "Duro" Spring Pads for Laundry Presses (including Cabinet Types)
- Stripping and Guide Device for Ironers
- Steel Spring Cushions for Chest-Type Ironer Rolls
- Doffer Rolls
- "Perma" Spring Pads for Drycleaning Presses.

Available from your distributor or write

ZEIDLER

MANUFACTURING COMPANY

633 CONCORD AVENUE, MAMARONECK, N. Y.



SMALL STEAM TRAP ... but large capacity!

New Design New Operating Principle

Small as a tee fitting! That's the Sarco TD... all sizes $\frac{3}{8}$ to 1"!

But don't let the small size fool you! $\frac{1}{2}$ " Sarco TD, for example, has capacity of 1280 lbs/hr, 150 psi, saturated steam temperature.

Capacity is determined, not by a bulky body, but by the effective orifice, valve action, pressure drop, and condensate temperature. 3945

Few of many advantages

Same trap and large capacity seat for all pressures, 10 to 600 psi... light or heavy loads. Self-adjusting. Has no valve mechanism. Only one moving part.

Ask for 60-day trial. We'll see that you receive a Sarco TD steam trap and strainer for free trial. No cost or obligation. Buy only if completely satisfied. Advise size — $\frac{3}{8}$, $\frac{1}{2}$, $\frac{3}{4}$, or 1" — and use. Sarco Co., Inc., 635 Madison Avenue, New York 22, New York.



5 YEAR EXCLUSIVE ON C/L WASHERS GUARANTEE

on the amazing, LEAK-PROOF
**C/L Automatic Shell
Door Pneumo-Seal
Air Lock**

* One of 6 exclusive C/L features, each patented or patent pending, and each guaranteed for 5 years! At the critical spots where ordinary washers customarily break down, C/L guarantees 5 trouble-free years!

WRITE, WIRE OR PHONE FOR FULL C/L STORY

CUMMINGS - LANDAU
Laundry Machinery Co., Inc.

305-317 Ten Eyck St. Brooklyn 6, N. Y.

HYacinth 7-1616



The Mark Record Sheet
is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks

Prevents duplication of marks;

Avoids mixup of garments;

Aids and simplifies sorting;

Used in any marking system;

Precludes thievery.

Used for years by hundreds of laundries

SAMPLES FREE

(Payment must accompany all orders)

Price, per thousand \$7.50

5,000 or more, per thousand \$6.50

The Laundry Journal

466 Lexington Avenue, New York 17, N. Y.

United States. Incarcerated by the Nazis, Mr. Loewinger was eventually able to get to the United States. After the war, he returned to Vienna

and reactivated his plants. Survivors include his daughter and her husband, who have taken over management of the firm.

convention CALENDAR

Dry Cleaners and Launderers Institute (Ontario)

Royal York Hotel, Toronto, Ontario, Canada, September 18-20

Council of Laundry Association Executives

Bel Air Hotel, St. Louis, Missouri, October 5-7

All-Young Men's Conference

Willard Hotel, Washington, D. C., October 13-14

Pennsylvania Laundryowners Association

Pocono Manor Inn, Pocono Manor, Pennsylvania, October 20-23

Institute of Industrial Launderers

Roosevelt Hotel, New Orleans, Louisiana, November 6-10

Laundry and Cleaners Allied Trades Association

Hollywood Beach Hotel, Hollywood Beach, Florida, November 16-18

Mississippi Laundry and Cleaners Association

Edgewater Hotel, Biloxi, Mississippi, December 3-4

1961

Minnesota Institute of Laundering & Cleaning

Hotel Nicollet, Minneapolis, Minnesota, January 14-15

National Institute of Rug Cleaning

Chalfonte-Haddon Hall Hotel, Atlantic City, New Jersey, January 20-24. With exhibit

Louisiana Laundry & Cleaners Association

Monteleone Hotel, New Orleans, Louisiana, January 27-29

American Institute of Laundering

Bellevue-Stratford Hotel, Philadelphia, Pennsylvania, January 31-February 1

National Institute of Drycleaning

Sheraton Hotel, Philadelphia, Pennsylvania, February 2-5. With Exhibit

Diaper Service Industry Association

Statler Hilton Hotel, New York, New York, April 16-19

Linen Supply Association of America

Fontainebleau Hotel, Miami Beach, Florida, April 30-May 4

Germicidal soap tissues: Pop-up paper tissues, impregnated with hexachlorophene-containing soap, are being offered for personal use in homes and for surgical scrub-up in hospitals.

The July issue of *Sign of the Times*, a magazine for outdoor advertising people, carries a seven-page article on industry's use of signs. The gist of the story is that launderers and drycleaners are using bigger, more dramatic signs to attract cash-and-carry patrons.

The National Cotton Council has agreed, at the behest of the Institutional Laundry Managers national association, to withdraw its support from the Linen Supply Association's campaign to get hospital administrators to consider using outside laundry service.

Local 26 has succeeded in unionizing two attended self-service laundries in the San Francisco area. This first

"break" was two years in the making.

The *Saturday Evening Post* drums home the point that advertising must be repeated to be effective. To dramatize the fact, the magazine uses a picture of a homemaker saying: "How many times must I repeat—No Starch in the Sport Shirts."

Down in Baltimore, 14 drier fires so far this year in unattended coin-ops have caused the Fire Bureau to "strongly recommend" that a law be passed requiring an attendant during business hours. The National Fire Protection Association is also asking its members for their experiences.

The National Institute of Rug Cleaning is the latest group to endorse the concept of a "female image" as a means of reaching the nation's homemakers. NIRC's "girl" will grace consumer literature as a line drawing under the signature "Lynn Colton."

Her main duties will be to promote professional rug cleaning.

The General Council of the National Labor Relations Board ruled that employees you hire as replacements for workers who strike for higher wages may be given a "super-seniority" over strikers who might return after a walk-out. Notifying workers of this fact might prevent a walkout.

On the heels of last month's story on the laundry waste water problem comes the news that a commercial clarifier has just been put on the market which has been approved by New York and New Jersey Boards of Health. The clarifier is said to remove at least 85 percent of the detergents in laundry affluent and 50 to 60 percent of the water is reusable. The unit requires 300 square feet of space and the smallest (processing 1,200 gallons per hour) costs between \$8,000 and \$10,000. One is currently being installed in a coin-op at Belmar, New Jersey.

VACATIONS ARE OVER and it's BACK TO SCHOOL and

BACK ON THE TRAIL FOR BUSINESS

Here's a down-to-earth, realistic manual whose sole purpose is to help you create a bigger demand for your services.

"HOW TO build a greater demand for your professional laundry services"
at \$1 per copy

Tells how to stimulate Route Sales, promote over-the-counter sales, improve present services and better company relations.

CLIP OUT AND MAIL ORDER TODAY

THE LAUNDRY JOURNAL

466 Lexington Avenue, New York 17, N. Y.

Please mail _____ copies of this "HOW TO"
business building manual at \$1 per copy.

My check or money order is enclosed.

Name _____
Firm _____
Street _____
City _____ Zone _____ State _____

classified department

Mail your box number replies to **THE LAUNDRY JOURNAL**, 466 Lexington Ave., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

Complete laundry and drycleaning plant for sale in Iowa. Sales last year \$67,000. Good lease on building. Will sacrifice on account of other business interest. **ADDRESS:** Box 2274, **THE LAUNDRY JOURNAL**. -2

FOR SALE: In growing south Texas town, modern commercial laundry, including equipment, building and real estate. Small down payment, owner will help finance balance. **ADDRESS:** Box 2345, **THE LAUNDRY JOURNAL**. -2

Established 21 years, in central Pennsylvania, small laundry, specializing in quality work. Cash-and-carry. Building has two apartments. Yearly sales \$45,000—Sacrificing, ill health. **ADDRESS:** Box 2347, **THE LAUNDRY JOURNAL**. -2

For sale—Ultramodern laundromat-type laundry. Large equipment. Prime Southern California shopping center. Exclusive laundry rights. Less than three years old. Doing over \$35,000. Estimated potential \$50,000. Priced \$35,000. **ADDRESS:** Box 2375, **THE LAUNDRY JOURNAL**. -2

For sale—Laundry doing \$1,600 month, located 75 miles on Highway 30 and 51, west of Chicago. Only power laundry in town of 7,000 people. Real estate also for sale. Building 65' x 100'. Established 38 years. Rochelle Laundry, Rochelle, Illinois. 2374-2

Modern steam laundry for sale, as little as \$5,000 down, in fast-growing west Texas oil city of 10,000. Wonderful opportunity for couple willing to work, gross \$40,000 year. L. C. Scott—Phone 3322, Lamesa, Texas. 2375-2

BUSINESS OPPORTUNITIES

Open an "unattended" coin-operated reducing salon. Complete seven-unit package only \$2,975 direct from manufacturer. Request details. Write: Trimian Manufacturing, 4812 Irvington, Houston, Texas. 2332-11

BUSINESS SERVICE

Suits double-breasted made single. \$9.95. Tailoring of any kind wholesale. Also instructions by mail. Telis, 11 Pleasant St., Worcester, Mass. 2163-10

SITUATIONS WANTED

Laundry superintendent available soon. Thoroughly experienced in modern production methods and wage incentives. Capable trainer of operators especially shirt and wearing apparel presses. **ADDRESS:** Box 2367, **THE LAUNDRY JOURNAL**. -5

LAUNDRY EXECUTIVE-PRODUCTION MANAGER. 30 years experience in laundry industry. Know all phases of plant operation. Expert on modern laundering techniques—wage incentives—cost control—labor relations—quality work. Desire position in metropolitan New York area. **ADDRESS:** Box 2389, **THE LAUNDRY JOURNAL**. -5

HELP WANTED

A GOLDEN OPPORTUNITY: If you have the proper background, we will train you to become a plant manager. Write or call National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, New Jersey. 2306-7

Laundry manager: Thoroughly experienced linen supply work. Must be able to train help, keep records, be a top-producer. The man we want must be able to take over completely. We will pay \$125 per week plus an over writing on production and payroll % savings. **ADDRESS:** Box 2386, **THE LAUNDRY JOURNAL**. 2386-7

Interesting—challenging position. Field service salesman. Traveling required. All travel expenses paid. Send complete resume and photograph. Guaranteed salary commensurate with background and ability. **ADDRESS:** Box 2387, **THE LAUNDRY JOURNAL**. 2387-7

15¢ a word for the first insertion and 12¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 20¢ a word, first insertion, 15¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.50 (new or repeat).

Help Wanted and Situations Wanted ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.50 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment must accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net, not commissionable.

CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel.: ELdorado 5-1353. 1612-25

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

MISCELLANEOUS MERCHANDISE FOR SALE

LAUNDRY LISTS—4 1/4 x 11"—\$1.50 per 1,000 in 15,000 lots. White 16 lb. bond. Park Printing, 1323 Pennsylvania Avenue, Pittsburgh 33, Pa. 2240-45

EQUIPMENT FOR SALE—Why make expensive repairs on obsolete dump valves when modern, leakproof, air-operated diaphragm valves cost so little? Write George W. Krieger Laundry Machinery Co., 1786 No. Spring Street, Los Angeles 31, Calif. 2102-45

NYLON LAUNDRY NETS 24"x36" ONLY \$13.50 PER DOZEN, HANKY NETS \$3.95 PER DOZEN, 18"x30" NETS \$8.95 PER DOZEN, WHITE L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 2241-45

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAYOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. **LaFRANCE DYE HOUSE**, 7606 Carnegie Ave., Cleveland 3, Ohio. "Member of the S. L. R. A." 2239-13

FROM OUT OF THE WEST, comes suede & leather work at its **BEST**. **RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE**, 500 West Grand, Oklahoma City 2, Okla. Member N.I.D. and S. L. R. A. 2270-13

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

MACHINERY FOR SALE

AMERICAN and TROY 5-ROLL 106" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N.Y. 6766-4

6-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLAT-WORK IRONERS. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

MACHINERY FOR SALE (Cont'd)

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.
9318-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
598-4

MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 36 x 48", 36 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
600-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.
9943-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
647-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6983-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6910-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
9942-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER and DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
1537-4

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.
1726-4

AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.
1729-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET, 42 x 72" 2-POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.
1730-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
9368-4

6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.
1733-4

ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 050M. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.
1900-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.
1803-4

16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS. MOTOR-DRIVEN. PROSPERITY POWER CIRCLE and AMERICAN SUPER ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.
2109-4

40" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRACTORS. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.
2110-4

5 NATIONAL FANTOM FAST MARKING MACHINES AND 5 LISTING MACHINES. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.
2116-4

34 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.
2111-4

CABINET SLEEVERS, PROSPERITY and AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.
2112-4

All metal bundle trucks, with rubber castings in A-1 condition. Size: 63" long, 5'6" high, 16" deep. \$35.00 each. ADDRESS: Box 8084, THE LAUNDRY JOURNAL.
-4

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL E2D AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
2178-4

3—42 x 64" AMERICAN CASCADE UNLOADING WASHERS, two-compartment, 2-door cylinders, 220 v. 3 HP. 60 cycle electrical equipment. Not rebuilt but in good operating condition. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y.
2202-4

20", 26", 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, FELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y.
2232-4

20" HUEBSCH HANDKERCHIEF IRONERS with buffers, like new. Talley Laundry Machinery Co., Greensboro, N. C.
1247-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C.
1277-4

36 x 36 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C.
1278-4

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.
1284-4

Five TROY 48" open-top extractors at a bargain price. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.
1806-4

PROSPERITY and AJAX air-driven utility presses. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.
1808-4

42 x 84 and 42 x 96 AMERICAN and HOFFMAN rebuilt washers—in excellent shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.
1811-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C.
1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C.
1280-4

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.
1802-4

CALL! WRITE! WIRE! "DON'T DILLY-DALLY, CALL TALLEY." We have a complete stock of late model rebuilt laundry and drycleaning machinery. Low terms to suit you! TALLEY LAUNDRY MACHINERY CO., GREENSBORO, N. C.
2052-4

PROSPERITY CABINET SLEEVERS—late models. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.
2053-4

PROSPERITY 200# AUTOMATIC OPEN-END WASHERS—Just arrived. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.
2054-4

PROSPERITY 6-ROLL x 132" IRONER—excellent shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.
2057-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.
2058-4

20" HUEBSCH HANDKERCHIEF IRONERS with buffers, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.
2059-4

Six-roll 120" AMERICAN and TROY rebuilt ironers. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.
2063-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.
2065-4

36 x 36 HUEBSCH GAS-FIRED TUMBLERS, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.
2066-4

HOFFMAN X MODEL PRESSES, factory rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.
2067-4

MACHINERY FOR SALE (Cont'd)

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2068-4**

Unipress and Prosperity cabinet sleeves—late models. **ADDRESS: Box 2174, THE LAUNDRY JOURNAL. 4**

Like new "Prosperity." Fully automatic washwheel controls. Government cost \$2,675—while they last \$885 each. You can't afford to let this bargain go. Call or write: **Talley Laundry Machinery Co., Greensboro, N. C. 2175-4**

Just arrived! A number of 42 x 72 American and Hoffman washers in A-1 condition. Excellent buys! **Talley Laundry Machinery Co., Greensboro, N. C. 2176-4**

Air-driven New Yorker mushroom drycleaning presses. Like new. Cheap! **Talley Laundry Machinery Co., Greensboro, N. C. 2177-4**

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. **Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4**

Two—42 x 84" **ELLIS** two-pocket UNLOADING WASHERS, One—42 x 54" AMERICAN two-pocket UNLOADING WASHER. Two—50" **ELLIS** Notrux extractor. One—FURKETT 72" hot shake-out tumbler with conveyor. One—AMERICAN small-piece folder. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., INC., 3128 West Lake Street, Chicago 12, Illinois. NEVada 2-7744. 2136-4**

One—**SUPER** 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 2-roll 120" chest-type ironer. **SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois. 2137-4**

FOR SALE: Washer-extractors, fully automatic with supply injection, 2—200 lb., 1—100 lb., 1—60 lb. six months old. 1—used 8-roll 120" flatwork ironer. **ADDRESS: Box 2315, THE LAUNDRY JOURNAL. 4**

Western Eagle fully automatic 70# petroleum drycleaning unit. Prosperity 7A drycleaning unit with Synth-O-Saver. American double buck Formatic shirt unit. **UNIPRESS** two-girl shirt unit, rebuilt. 30 x 30 AMERICAN stainless steel washer, excellent condition. AMERICAN ironer, 2-roll, 100", rebuilt, A-1 condition. Five **TROY** 48" open-top extractors at a bargain price. **PROSPERITY** and **AJAX** air-driven utility drycleaning presses. 42 x 64 and 42 x 96 AMERICAN and **HOFFMAN** rebuilt washers, excellent shape. **PROSPERITY** 51" wearing apparel presses, power circle and air driven, rebuilt. 36 x 30 **HUEBSCH** gas-fired tumblers, like new. **HOFFMAN** X Model presses, factory rebuilt. 40" and 48" AMERICAN all stainless steel, open-top extractors, perfect. AMERICAN cabinet sleeve with measuring device, late model. **PROSPERITY** 200" automatic open-end washers—just arrived. **PROSPERITY** 8-roll, 132" ironer, excellent condition. **PROSPERITY** 2-girl shirt unit, power circle, rebuilt and guaranteed. 6-roll, 120" AMERICAN and **TROY** rebuilt ironers. 8-roll, 120" **SYLON** streamlined ironer, rebuilt. 42 x 84 **TROY** streamlined washer. 42 x 96 AMERICAN washer. 100# **COOK** semi-automatic washer. 2-roll x 100 AMERICAN return ironer. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, N. Car. Phone: BRoadway 4-1594. 2358-4**

SALE—\$200,000 SALE of the MODERN LAUNDRY & DRY CLEANERS, 2503 East Marshall Street, Richmond, Virginia. Sales Conducted by: TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. CALL: Greensboro BR 4-1594 or Richmond, MI 9-0842. 2359-4

MODERN LAUNDRY & DRY CLEANERS, 2503 East Marshall Street, Richmond, Virginia, being sold piece by piece! LIQUIDATORS: TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. CALL: Greensboro BR 4-1594 or Richmond, MI 9-0842. 2360-4

Liquidation Sale of MODERN LAUNDRY & DRY CLEANERS, 2503 East Marshall Street, Richmond, Virginia. LIQUIDATORS: TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. CALL: Greensboro BR 4-1594 or Richmond MI 9-0842. 2361-4

Sale now going on of large, modern laundry and drycleaning plant: **MODERN LAUNDRY & DRY CLEANERS, 2503 East Marshall Street, Richmond, Virginia. Sale conducted by: TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. CALL: Greensboro BR 4-1594 or Richmond MI 9-0842. 2362-4**

Quality Equipment at bargain prices at the sale of: **MODERN LAUNDRY & DRY CLEANERS, 2503 East Marshall Street, Richmond, Virginia. Sale conducted by: TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. CALL: Greensboro BR 4-1594 or Richmond MI 9-0842. 2363-4**

Great Opportunity to purchase late model equipment at the sale of: **MODERN LAUNDRY & DRY CLEANERS, 2503 East Marshall Street, Richmond, Virginia. Sale conducted by: TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina. CALL: Greensboro BR 4-1594 or Richmond MI 9-0842. 2364-4**

STAINLESS STEEL CONTAINERS FOR 50", 54" & 60" UNLOADING EXTRACTORS IN VERY GOOD CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE CONTAINERS AVAILABLE BECAUSE EXTRACTORS CONVERTED TO C/L SLING RING OPERATION. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2365-4

AMERICAN NOTRUX 59" EXTRACTOR, WITH CONTAINERS, ALSO ELECTRIC HOIST AND TROLLEY, 220 VOLTS, 3 PHASE, 60 CYCLE. MUST BE IN PERFECT CONDITION. TIP TOP LAUNDRY & CLEANERS, 515 SOUTH 5th STREET, LAWTON, OKLAHOMA. 2369-4

3—42x96" AMERICAN CASCADE UNLOADING WASHERS, COMPLETE WITH ALMCO FULLY AUTOMATIC CONTROLS IN VERY GOOD OPERATING CONDITION. 220 volt, 3 phase, 60 cycle electrical equipment. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2370-4

120" AMERICAN 2-LANE TYPE 102 FOLDERS. REBUILT EQUAL TO NEW IN EVERY RESPECT. IMMEDIATE DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2371-4

UNIPRESS BAS CABINET SHIRT BOSOM PRESS. REBUILT EQUAL TO NEW. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2372-4

42 x 84—2-pocket wood cylinder, metal doors. Brand-new, used about eight weeks. Best offer, **Dingmans Ferry Laundry, Dingmans Ferry, Pa. 2376-4**

Two American two-roll return-type ironers, in first-class operating shape. One 120" size and one 100" motor-driven, four speeds, 220 volts, 60 cycle, 3 phase AC. These two fine machines are surplus with us due to installation of a large ironer. Will sacrifice, apply to: **Empire State Laundry, Mr. Mitkowsky, 776 Second Avenue, New York, N. Y. Phone MUrray Hill 4-1460. 2377-4**

1—Formatic shirt unit, 1—48" Zephyr extractor, or will trade for 1—54" Notrux. **Aurora Laundry Co., 562 S. River, Aurora, Illinois. 2378-4**

Chicago Dryer Co.—gas-fired ironer, like new, 24" x 110". E. J. Kuhn, Hotel Hartford, Mason City, Iowa. 2379-4

For sale—one 60# Prosperity open-end Monel washer with two-speed motor. Excellent condition, \$450. **Harold Stegmiller, 2747 17th Ave. Court, Moline, Illinois. 2380-4**

1—Walter Haertel three-piece fur cleaner in good condition, no motors, \$400. **ARBENZ MACHINERY CO., 628 Sullivant Avenue, Columbus, Ohio. 2381-4**

42" x 84" AMERICAN MONEL WASHER—17" and 36" EXTRACTORS—PICK INSTANTANEOUS TANKLESS HOT WATER HEATER—HUEBSCH TUMBLERS—SPLIT COLLAR AND CUFF PRESSES—LAUNDRY SCALES—HUEBSCH VALVES. S. BIEL, 25-27 WEST 23rd STREET, BAYONNE, N. J. **HEMLOCK 7-3034. 2383-4**

FOR SALE: REPLACEMENT STEAM CHESTS AND ROLLS FOR ALL MAKE CHEST-TYPE FLATWORK IRONERS. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. LAKE STREET, CHICAGO 12, ILLINOIS. 2385-4

OUT THEY GO—NAME YOUR PRICE, DRIERS: American, Challenge, Purkettis, Roscoes. See in operation—Must move to make room for **SMITH-GRANTHAM** automatic speed merchants. **GRANTHAM INDUSTRIES, 1680 Vine Street, Hollywood 28, Calif. 2382-4**

FOR SALE: 1—American streamline 8-roll 120" ironer with spring padding and vacuum, 1—American straight frame 8-roll 120" ironer with spring padding and vacuum, 1—American streamline 8-roll 120" standard ironer, 2—four—6-roll American ironers, 1—American return-type 100" ironer—16" cylinder, 1—American return-type 110" ironer—16" cylinder, 3—60 x 126" American 12-pocket, 12-door double-motor driven, all Monel washers, 1—54 x 126" American 12-pocket, 12-door motor driven washer, 3—42 x 84 Norwood Cascade 2-pocket, 2-door, all Monel washers, 2—42 x 84" American unloading washers, 2—200 lb. Prosperity open-end washers, 2—54" Hoffman unloading extractors with air lift cover, shirt units—2-and-3 girl. **Chicago Used & New Laundry Equipment Co., 3128 West Lake Street, Chicago 12, Illinois. NEVada 8-7763. 2388-4**

MACHINERY WANTED

ALL TYPES OF LAUNDRY EQUIPMENT WANTED. ADDRESS: Box 2384, THE LAUNDRY JOURNAL. -3

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MR. MANUFACTURER:

Top laundry management received valuable, down-to-earth, how-to-do-it articles in this September issue on such practical subjects as . . .

- **PROMOTION:** What about Home Shows?
- **MARKETING:** Now it's coin-operated ironing.
- **TRANSPORTATION:** How to build a shop for truck maintenance.

. . . Every issue of **THE LAUNDRY JOURNAL** is designed to provide top management with editorial guides and reports which will materially aid them in solving their day-to-day problems.

. . . Of equal importance to them is the availability of up-to-date information on your equipment and supplies. You can see that they get it in the one place where they will look for it — the advertising pages of **THE LAUNDRY JOURNAL**.

THE LAUNDRY JOURNAL

466 Lexington Ave.
New York 17, N. Y.
ORegon 9-4000

... IN THE wash

Hot Laundering

To the Editor:

Will you please send me 12 copies of a recent article appearing in the May issue titled "A Special Report on Nuclear Laundering" by Henry Mozdzer.

We would like to make a distribution of this article to the total membership of our Association. What are the reprint charges for 1,200 copies of this article?

PETER V. PANO
Management & Production Engineer
Linen Supply Association of America
Chicago, Ill.

To the Editor:

Peter Pano's letter to you about your article on "Nuclear Laundering" reminded me that I had previously intended to congratulate you on the excellence of this job.

It had been our intention to do a study of "Nuclear Laundering" but you did it so well that there is no need for our study at this time.

SAMUEL B. SHAPIRO
Executive Director
Linen Supply Association of America
Chicago, Ill.

NAILM Follow-Up

To the Editor:

I would like to congratulate you on the excellent August issue of THE JOURNAL. I am very grateful to you for publishing Harold Berkholtz's achievement program. I like it, and I think it warrants great consideration. I will let you know if we adopt it officially.

In the heading "Have you heard the latest" you mentioned the fact that our group was upset about the Linen Supply Association and their advertisement in hospitals. I would like to inform you that we protested to the National Cotton Council, and they have withdrawn their support.

We have finally settled on a date and location of our 1961 Annual Conference, and we are going to Deauville Hotel, Miami Beach, Florida, on June 3, 4, 5, 6 and 7, 1961. You will notice we are following the Linen Supply Association. It is our hope to have

people like you and the allied tradesmen down in Florida for an extended period.

ROBERT J. DOBSON
President
National Association of
Institutional Laundry Managers

Have Suit: Will Travel

To the Editor:

Mr. H. M. Taylor has asked me to see if you can help us.

Could you please let him have a copy of the advertisement put out by Macy's advertising on paper suits? He was wondering if you could also forward one of the paper suits which he says you had in your office. The reason for this: The New Zealand annual meeting of Drycleaners is being held September 26-30 and he would like to show this suit at the meeting with a plug, of course, for your magazine.

D. G. TURNEY
H. M. Taylor Ltd.
Wellington, New Zealand

Not Forgotten

To the Editor:

Would it be possible for me to obtain either the issue or a copy of the article written about coin-operated laundries by the late Jack Egan of Newport, Rhode Island.

G. W. MADISON, JR.
Wickford Laundry, Inc.
North Kingstown, R. I.

We normally keep a file of tear sheets on hand for only one year. Fortunately, we did have a copy of the Jack Egan story which appeared in our May 1959 issue.—EDITOR

Back for More

To the Editor:

We wish to acknowledge receipt of your letter and appreciate very much your suggestions on removing metal chips from wiping cloths. We are now discussing the matter with some of the equipment firms and hope to have an answer before too long.

There is something else you may be

able to help us with. We are looking for sources of supply for a Shop Towel Dispenser. We understand that there are several on the market but we have been unable to find a listing in any of the catalogues.

A. W. GLICK
Akron Cotton Products, Inc.
Akron, Ohio

Said dispenser issues a clean towel as soiled towel is inserted in receptacle. Further information has been sent.—EDITOR

Automated Accounting

To the Editor:

Please send me further information on Automated Accounting by John Carruthers & Co.

I would like to have their complete address and find out if they have any accounts in Ohio they are servicing.

GLENMOORE W. SEALTS
Sealts Cleaning Company
Lima, Ohio

Aides to Beauty

To the Editor:

In the July 1960 issue of THE LAUNDRY JOURNAL we were very much interested in the item whereby five N. Y. metropolitan area laundries are going to have their route salesmen selling cosmetics to the housewife.

We would like to make contact with some cosmetic company but do not know how to go about it. Can you help us in this matter?

(Mrs.) RUTH OETTINGER
Sweet Kleen Laundry
Buffalo, N. Y.

Down in Dixie

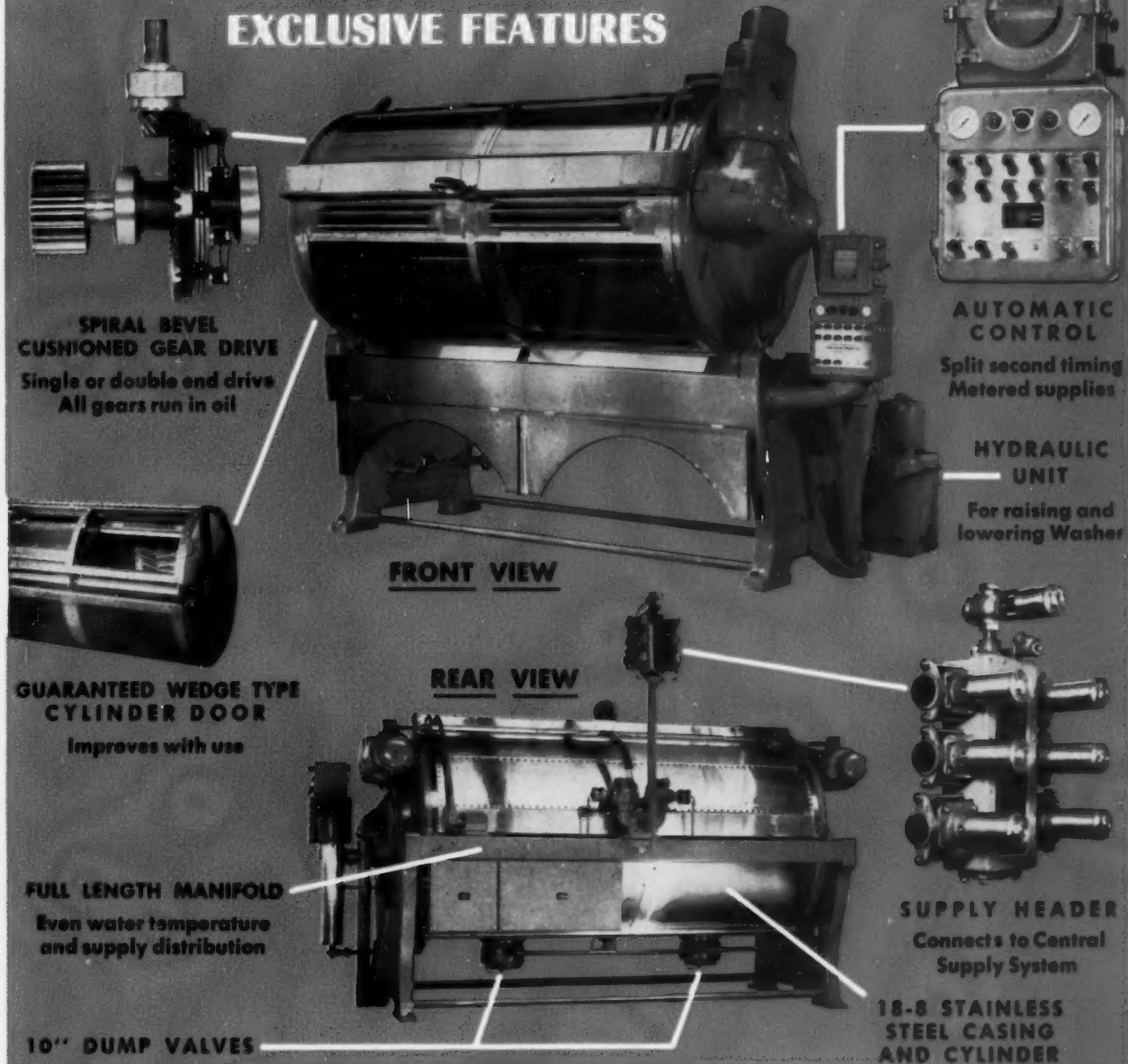
To the Editor:

We will appreciate it very much if you will give us your authority to reproduce the article "If you use perchlorethylene solvent . . ." on page 40 of the July issue of THE LAUNDRY JOURNAL.

HARRY E. RICHARDSON
F. H. Ross & Company
Charlotte, N. C.

ELLIS UNLOADING TYPE WASHERS

EXCLUSIVE FEATURES



Compare the difference in Ellis engineering and you will know the difference in Ellis performance.

Stainless Steel Washers and Extractors built for large and small plants

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Write for Details.

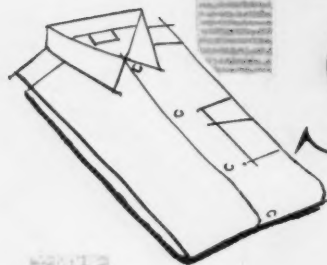
The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Calif.

REPAIR PARTS—We carry a complete stock of repair parts for machines formerly manufactured by GENERAL LAUNDRY MACHINERY CO.

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Here's shirt laundering made easy,
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